

# Project idea form - small projects

Version 2.1

Registration no. (filled in by MA/JS only) \_\_\_\_\_

## Project Idea Form

Date of submission 05/062025

### 1. Project idea identification

Project idea name	Baltic Blue: Restoring Clean Shores
Short name of the project	Baltic Blue
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

2. Water-smart societies
--------------------------

### 3. Programme objective

2.1. Sustainable waters
-------------------------

### 4. Potential lead applicant

Name of the organisation (original)	Hochschule Wismar
Name of the organisation (English)	University of Applied Sciences Wismar
Website	www.hs-wismar.de
Country	DE



Type of Partner	Higher education and research institution
-----------------	---

#### Contact person 1

Name	Elizaveta Diatlova
Email	elizaveta.diatlova@hs-wismar.de
Phone	+49 3841 753-7522

#### Contact person 2

Name	Geertje Anneliese Wehry
Email	geertje.wehry@hs-wismar.de
Phone	+49 3841 753-7521

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.

Baltic Blue wants to include smaller municipalities and local public authorities that have not been part of Interreg Baltic Sea Region before and will take part as project partners both actively in the development as well as associated partners.

### 5.1 Specific challenge to be addressed

Coastal pollution, particularly the persistent presence of marine litter and plastic waste along shorelines, remains a significant environmental and societal challenge in the Baltic Sea Region. Despite existing clean-up activities, many efforts are fragmented, event-based, and rely heavily on short-term volunteer motivation. A fundamental issue is the lack of long-term, structured engagement of citizens in environmental stewardship, which limits the sustainability and impact of such initiatives.

This challenge is evident in many coastal communities, where local authorities and environmental organisations often struggle to activate local populations in a continuous and meaningful way. One key barrier is the limited appeal of conventional clean-up formats, which are frequently perceived—particularly by young people—as repetitive, uninspiring, and disconnected from their everyday interests or sense of agency.

This project responds to this problem by proposing an innovative, gamified approach to beach cleaning that integrates interactive, motivational elements. The underlying idea is to increase the attractiveness of participation through playful, user-centred design that encourages repeated engagement and fosters personal relevance.

The primary target groups include local residents of coastal areas, with a particular focus on youth, as



well as municipal actors responsible for beach maintenance and environmental communication. By fostering a sense of shared responsibility and enabling accessible, low-threshold involvement in water-related environmental action, the project contributes to the development of inclusive, participatory, and water-smart societies.

## 5.2 Focus of the call

Baltic Blue wants to tackle the issue of coastal pollution (here: beach littering). This connects on several points well with the project call:

**Small places:** the project wants to develop solutions for small and rural coastal areas, they are mostly places that use the beach and shore lines recreationally, and therefore rely on the cleanliness of the sea.

**Social:** By engaging not only authorities, but inhabitants of the pilot-areas the project aims to connect them and strengthen the bond between them. By using gamification the activity will spark conversations on different topics.

**Enhancing liveability and resilience:** A clean beach/shore line is a place people want to spend their time at. By establishing a good method for clean-ups, people will reuse it, and take responsibility for their living environment, resulting in a greater sense of belonging.

**Tackling disaster management:** Environmental pollution and its results is a disaster for not only the nature, the animals but also for humans. The project also wants to find an approach to use after e.g. flooding or hurricanes.

## 6. Transnational relevance

The Baltic Sea does not stop at borders. Researchers found (based on reference beaches), that beach litter ranges from 47 to 280 per hundred meters of shoreline. Plastic being the most common litter material. Especially in urban beach areas the amount of litter found was higher. Big pieces of plastic become microplastic on the long run and due to water absorbed by fish, end up on the plates of humans. By tackling the challenge on a transnational level, the results will have a bigger impact and will result in awareness around the Baltic Sea.

## 7. Specific aims to be addressed

**Building trust that could lead to further cooperation initiatives**

One of the key ideas of the project is to build a strong mutual trust within partnership, which would serve as a foundation for prospective cross-border collaborative initiatives. With the help of establishing clear transparent communication, inclusive participation, and mutual goals, the project will lead to future common projects and joint actions which are aimed at addressing social, economic and sustainable challenges within the region.

**Initiating and keeping networks that are important for the BSR**

The Project will also focus on initiating and maintaining networks which are important for long-term implementation and cross-border cooperation and sustainable development within the Baltic Sea Region. By collaboration between local communities, environmental organisations, educational



institutions, the project will ensure a long-term dialogue, knowledge transfer and communication. As a result, such a network will not only support the current idea, but also create a strong basis for future common initiatives focused on maritime research, sustainability and community involvement.

#### Bringing the Programme closer to the citizens

The project will not only involve citizens in one event, but wants to build up a sustainable solution like a game/challenge on the beach side to participate. This means that not only people directly involved during the project process will hear about the Programme, but also beach-goers/environmental activists, that connect later with the developed solution.

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

The project enables local actors from different regions to cooperate and react swiftly to unforeseen environmental challenges, such as sudden coastal pollution, storm-related waste accumulation, or unusual pressure from tourism.

## 8. Target groups

The main target groups are:

- interest groups, especially for environmental issues as multiplier and also clubs and groups that go frequently to the beach (like swim clubs, sport clubs e.g.)
- local public authorities: they are often responsible for garbage disposal as well as touristic marketing and are therefore key players on the topic.
- NGOs: Several NGOs are active on the field of environment they often have already ideas on the issue, but also struggle with getting more activists to contribute to 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. Local public authority	Responsibility: Public service like garbage disposal or tourism	Since the partnerships are still pending this cannot be final. Ideas are: Germany, Poland, Lithuania
2. Interest group	<ul style="list-style-type: none"> <li>- Beach lovers</li> <li>- Environmental activists</li> <li>- Climate activists</li> </ul>	Since the partnerships are still pending this cannot be final. Ideas are: Germany, Poland, Lithuania

3. NGO	environmental NGOs	Since the partnerships are still pending this cannot be finale. Ideas are: Germany, Poland, Lithuania
--------	--------------------	---

## 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 Hazards

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

We plan to have around four partners in total. We plan to include several organisations in the project. The Lead Partner will be Hochschule Wismar, a university specialising in sustainability, maritime studies, logistics, and related fields. Secondly, "K2 Solutions" organisation which focuses on maritime economy, inland navigation and transportation. Additionally, we aim to involve local German and Polish communes (For example, Puck comune)—particularly those engaged in local tourism, beach management, and sustainability efforts. The German local coastal communities have not been yet confirmed but are essential in our project because German communities, for example, in Wismar and Poel possess valuable experience in managing beach areas and as the result can give the best ideas.

## 11. Workplan

In this project, we plan to carry out the following main activities:

We will begin by organizing a cross-border conference to welcome all participants and potential stakeholders. Following this, we will introduce the concept of an entertaining method for beach cleaning.

Next, we will conduct a survey involving representatives of beach authorities to collect qualitative data. Based on the analysis of this data, we will develop innovative gamification methodologies for effective beach clean-up.



At the end of the project, the main results and outcomes will be disseminated among stakeholders. Finally, a closing conference will be held, during which the finalized gamified beach cleaning method will be presented and used.

## 12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 450,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR XXX
<b>Total budget (including preparatory costs)</b>	<b>EUR 450,000.00</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 n/a

Questions related to budgeting and expenditure n/a

Any other questions n/a

## 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>