

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	Creative Move and New Ways of Generating Attractive and Inclusive Rural Areas
Short name of the project	CreativeMove2030
Previous calls	yes <input checked="" type="radio"/> no <input type="radio"/>
Short name of the previous project	CreativeMove2030 Platform Call No. 1
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
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4. Potential lead applicant

Name of the organisation (original)	Hochschule Wismar, University of Applied Sciences: Technology, Business and Design
Name of the organisation (English)	Hochschule Wismar, University of Applied Sciences: Technology, Business and Design
Website	www.hs-wismar.de



Country DE

Type of Partner Higher education and research institution

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.

Foundation of Academy of Art (PL) newcomer, City of Wolin (PL) newcomer

5.1 Specific challenge to be addressed

The specific challenge we aim to address is the systemic underintegration of Cultural and Creative Industries (CCIs) into innovation ecosystems and regional development strategies across the Baltic Sea Region (BSR), despite their high potential to contribute to innovative societies and resilient economies and communities.

CCIs possess unique assets — creative thinking, interdisciplinary collaboration, and user-centred design — that can foster disruptive innovation and human-centric solutions. These are essential for addressing complex societal and environmental challenges in the post-pandemic landscape. However, their role is still largely confined to communication and marketing functions within traditional industries and public institutions, which results in missed opportunities for sustainable innovation and co-creation.

This gap is particularly evident in the slow uptake of Industry 5.0 principles, which promote social,



sustainable, and resilient growth by placing the human at the centre of industrial transformation. Although CCI align naturally with these principles, their strategic involvement is minimal due to:

- 1) A lack of awareness and engagement from traditional SMEs and service providers;
- 2) Limited capacity and incentives for public sector bodies and policymakers to promote cross-sectoral collaboration;
- 3) Fragmentation of innovation policies, which do not fully integrate CCIs into smart specialisation (S3/S2) and regional innovation frameworks.

The key target groups affected by this challenge are:

- 4) Traditional manufacturing and service sectors, particularly SMEs that need to innovate but are unaware of how to collaborate effectively with CCIs;
- 5) Policy makers and public institutions, who lack tools and frameworks to integrate CCIs into innovation and development strategies;
- 6) CCIs, which often operate in silos and face structural barriers to entering cross-sectoral innovation ecosystems.

To contribute to Innovative Societies, the project will promote awareness, capacity building, and new collaboration models to unlock the innovation potential of CCIs. To foster Resilient Economies and Communities, it will strengthen the role of CCIs in regional value chains and public service innovation, enabling inclusive and sustainable growth across the BSR.

5.2 Focus of the call

In close alignment with the focus of the Announcement Note, our application directly addresses the need for cohesive development in rural and remote areas by unlocking the untapped potential of Cultural and Creative Industries (CCIs) to act as enablers of local innovation, resilience, and inclusive growth. The project will target small places like Wismar, where economic diversification, talent retention, and access to innovation resources are ongoing challenges that threaten the social and economic fabric of the community.

While larger urban centres often benefit from concentrated innovation ecosystems, rural and remote areas frequently lack structured opportunities to engage in the twin transition (green and digital). Our project responds to this gap by piloting and scaling human-centred, place-based innovation models in rural settings, integrating CCIs into local development strategies.

6. Transnational relevance

Transnational cooperation is essential to effectively address the shared challenge of underutilised Cultural and Creative Industries (CCIs) in fostering innovation and resilience in rural and remote areas across the Baltic Sea Region. Rural regions in Finland, Estonia, Latvia, Poland, and Germany, including Wismar, face common structural issues—such as brain drain, limited access to innovation networks, and a narrow perception of CCIs as mere communicators rather than drivers of sustainable, human-centred innovation. However, these regions also hold unique experiences, policy approaches, and cultural assets that, when brought together, can form a strong foundation for mutual learning and innovation.



By cooperating transnationally, partners can jointly develop and test inclusive, place-based models for cross-sectoral collaboration between CCIs, SMEs, and the public sector. This cooperation enables the exchange of good practices, co-creation of training tools, and design of scalable solutions tailored to the specific needs of rural communities. It also allows for the alignment of fragmented policies and supports joint advocacy for the integration of CCIs into smart specialisation and Industry 5.0 strategies.

Furthermore, cross-border collaboration helps build new innovation ecosystems and value chains that connect local actors to broader markets, networks, and funding opportunities, increasing their economic resilience. The project will empower rural areas not only to catch up with urban innovation trends but to lead with locally rooted, sustainable solutions that contribute to a more cohesive, inclusive, and innovative Baltic Sea Region.

7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

The project aims to build trust among CCIs, traditional sectors, and public authorities in rural areas by fostering structured, inclusive, and repeated cross-sectoral collaboration. Through co-creation labs, peer-learning formats, and pilot initiatives in each partner region, actors will work together on real local challenges. This hands-on cooperation will break down stereotypes, increase mutual understanding, and demonstrate the value of CCIs as strategic innovation partners. By creating safe spaces for dialogue and experimentation, the project will lay the groundwork for long-term partnerships and inspire future joint initiatives beyond the project's scope.

Initiating and keeping networks that are important for the BSR

The BSR thrives through connection of its inhabitants. The programme will result in the connection between smaller, rural areas and bring people together that face similar challenges. In addition, it must be highlighted and clearly communicated to regional and national policy makers that remote and rural areas are highly dependent on networks, as they provide an initial source for knowledge, capacity building and best practices' exchange.

Bringing the Programme closer to the citizens

The project will actively involve citizens, newcomers, and small organisations— particularly from rural and remote areas— in all stages of project implementation. Through local co-creation labs, community-driven pilot actions, and inclusive outreach formats, we will ensure that the Programme becomes accessible and relevant to those who are often left out of transnational cooperation. Special attention will be given to lowering entry barriers for small CCIs, grassroots initiatives, and underrepresented groups, empowering them to contribute to and benefit from cross-border innovation. By making their voices heard and their needs visible, the project will help translate the Programme's objectives into tangible local impact, fostering stronger citizen engagement and ownership across the Baltic Sea Region.

Allowing a swift response to unpredictable and urgent challenges

The project will enhance the capacity of rural communities to respond swiftly to urgent and unpredictable challenges— such as social disruption, environmental crises, or geopolitical tensions— by embedding human-centric, cross-sectoral collaboration into local innovation processes. By integrating Cultural and Creative Industries (CCIs) as facilitators of dialogue, ideation, and rapid

prototyping, the project will promote flexible, outside-the-silo thinking that is essential in turbulent times. CCIIs will work with local stakeholders to co-develop adaptive, low-barrier solutions that can address both civil needs and dual-use scenarios, such as emergency communication, social cohesion, or local resilience building. These activities will strengthen the ability of small and rural communities to innovate under pressure and act quickly in response to evolving crises.

8. Target groups

The project brings together a balanced mix of experienced and newcomer partners, all of whom are either located in rural areas or have a direct impact on rural development through their activities. Experienced partners bring valuable knowledge of cross-sectoral cooperation, regional development, and innovation support, while newcomer partners contribute fresh perspectives, local insights, and strong engagement with underrepresented communities, including small CCIIs and grassroots initiatives.

This combination ensures that both institutional expertise and local needs are represented. Partners operate in or serve rural and remote regions of the BSR, where the potential of Cultural and Creative Industries (CCIIs) remains largely untapped. Their involvement ensures that project activities are grounded in real territorial challenges and tailored to strengthen the resilience, innovation capacity, and visibility of rural communities across the region.

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. Business support organisation	BSO will facilitate connections between (CCIIs) and traditional SMEs, particularly in rural and remote areas. Their role will be to help identify local business needs, matchmaking, promote co-creation	DE, DK, EE, FI, LT, LV, PL, SE. The regions refer to the regions represented by direct and associated project partners.
2. Interest group	This group is essential to be involved in order to generate synergies that are also accepted by the users (society) representing local citizens' interested and influencing their daily lives.	DE, DK, EE, FI, LT, LV, PL, SE. The regions refer to the regions represented by direct and associated project partners.

3. Higher education and research institution	Will contribute expertise in innovation methodologies, Industry 5.0 principles, and human-centred design. They will support by conducting applied research developing training and education	DE, DK, EE, FI, LT, LV, PL, SE. The regions refer to the regions represented by direct and associated project partners
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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 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 CreativeMove2030 project brings together a diverse partnership aimed at revitalising rural areas through cultural engagement, community empowerment, and research-driven innovation. The partnership is composed of NGOs, small-town communities, and research institutions, each contributing complementary strengths to the initiative.

Current Partners

- 1) Academic and experienced Lead Partner;
- 2) Experienced partners with regional and national outreach for knowledge sharing, communication and policy making;
- 3) Non-Governmental Organizations (NGOs) (Creative Estonia): NGOs involved in the project are responsible for overall coordination, community engagement, capacity building, and dissemination of



results. They bring experience in cultural programming, social inclusion, and grassroots mobilisation.

4) Small-Town Communities and Local Authorities (City of Wolin): Small towns and rural municipalities are key partners, serving as pilot locations for implementing the project's activities. These communities provide local knowledge, facilitate engagement with residents, and offer infrastructure and logistical support. Their participation ensures that the project is grounded in the realities and needs of rural populations;

5) Research Institutions: Academic and research partners contribute by designing the monitoring and evaluation frameworks, collecting data, and analyzing the social, economic, and cultural impacts of the project. Their expertise helps ensure that the project's outcomes are evidence-based and scalable.

The inclusion of NGOs, rural communities, and research institutions ensures a well-rounded approach that combines practical implementation, local relevance, and academic rigor. By engaging partners across different sectors, the project can address rural challenges from multiple angles – fostering creativity, strengthening social cohesion, and informing policy with data-driven insights.

11. Workplan

The Workplan is based on one WP to showcase the role of CCI in building crisis and defence resilience (and crisis we can define as a social). This WP includes three key building blocks (pillars):

P1 – Building future qualification and resilience governance for CCIs of the BSR – connecting big and small players by developed IT-based auditing & guidance tool – READY4BREAK. This tool will result from guided education and capacity building sessions with quadruple helix actors in crisis preparedness (dual crisis – climate & defence) in collaboration CCIs – symbols, guidelines, sounds, lighting, performance (how, e.g. dancing or similar can help people to improve their navigational skills and sense of direction in case of any crisis events or an evacuation). Deliverable: IT-based guideline with different scenarios and materials / methods from the CCIs sector that help. Any users will be able to run through the simulated situation and react to the given questions. Later on, their responses / actions will be evaluated and hints / recommendations given (similar to the business simulation tools a training format).

P2 – Preparing for any future breakdowns by simulation – directed but unconsciousness preparedness piloting in collaboration with CCIs, in which participants will be invited to the project workshops, in which crisis events will be simulated under different conditions, e.g. urban vs. rural areas, woods, cellars with support of CCIs (e.g. testing, in which environment how young people react and what guidance they need (young, elderly, working). In the 1st part, participants will experienced unconsciousness training (without knowing that it will a crisis event simulation), whereas in the 2nd part they will reflect on their actions, emotions, discuss learning lessons and will pull them into the list of recommendations for action.

P3 – Developing digital and interactive (e.g. trainings, recorded sessions) materials for future reuse for the target groups. This WP also involves a series of specific workshops on building a brand of CCIs for BSR resilience (dual crisis preparedness), with a grand showcasing conference (more than 200 stakeholders involved), with an outcome of joint BSR declaration for upskilling in civil crisis preparedness. The objective of this WP is to facilitate collaboration between CCIs, citizens, and local

authorities through practical, place-based and cross-border activities, provide mentoring and peer-learning opportunities for participating actors.

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>