

## **SUMMARY of the Workshop 2.4. „Local Community Initiatives”**

### **Team:**

Ewa Kurjata – Expert, from City of Szczecin/Poland  
Jens Masuch – JTS in Gdansk  
Johan Lundbäck – Contact Point - Kalmar/Sweden  
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### **Participants:**

20 project owners and observers from Germany, Sweden, Poland (see list of participants).

### **Introduction**

- Jens Masuch (JTS) shortly introduced the measure from the program point of view:
  - The objective is to intensify intercultural dialogue and to involve the broader public in cross-border actions.
  - The focus of activities is on “people to people contacts” (e.g. joint events, exchange between municipalities and NGOs, cross border cultural events, durable networks of NGOs), based on activities in local communities.
  - The measure allows very “soft” projects with cross-border exchange in focus, but encourages also concrete pilot measures and innovative approaches; it includes also topics which are unusual for multilateral territorial cooperation nowadays (e.g. social, cultural and youth issues)
  - The target group of the measure is a bit different from the other ones of the SB programme, as it has a “grassroots” element (explicitly inviting e.g. local authorities, schools, local NGOs)
  - About 20 projects are targeted for the measures. The character of projects could range from small scale projects (min. 50.000 EUR) to complex projects with a higher budget.
  - All planned funds for measure 2.4 (appr. 5.1 MEUR of ERDF) are still available.
- Ewa Kurjata (expert) shortly introduced the measure from an assessors point of view:
  - The stress is to be put on the local character and community activities. Ideas should be born on in-side needs.
  - Integrated approaches and “thinking in terms of strategic planning” are necessary.

### **Presentation of project ideas:**

6 project ideas have been presented and discussed with the experts and the audience. Several contacts could be arranged.

- **First South Baltic Summer Sport Games (Rewal 2009)**
  - *Presenter/Contact/Idea owner:* Tomasz Aniuksztys, Gryfice County/PL
  - *Objective/Contents:* Creation of a cycle sport event for participants from the SB area with a multiannual perspective. First games to take place in Gryfice, afterwards the location may change around the SB area.
  - *State of preparation:* Project is still in an early idea phase and open for further ideas. One partner is found (Wittmund Authority/DE), but still further partners needed.
  - *Main comments/recommendations:* Project should contact organizers of “B7 sport games” and “B7 youth camp” as well as idea owner of “Baltic Camp”, as there might be a potential for synergies. It has to be decided whether to merge with others for a more complex project or to go for a small and focused one.

- **Active education**

- *Presenter/Contact/Idea owner:* Ewa Jasinska, EXPERYMENT Science Centre, Gdynia Innovation Centre/PL
- *Objective/Contents:* Initiating exchange among educational institutions on interactive teaching and learning methods, with a special focus on creating a network of teacher. Encouraging use of existing offers (e.g. facilities of science centers and museums) by school teachers. Organizing "festivals of creativity" for teachers and children.
- *State of preparation:* Project is still open for further ideas. Still further partners needed (science centers, educational organizations, local authorities, NGOs from DK, DE, LT, PL, SE), especially organizations to learn from with experience in the field of interactive teaching.
- *Main comments/recommendations:* Project should think of measurable objectives/goals. The approach needs complex networking and thus a broad scope of partners. "Kreativum" in Kalmar/SE might be an appropriate partner to contact, as it can bring in experience.

- **Baltic Camp**

- *Presenter/Contact/Idea owner:* Else Timms, Municipality of Karlskrona/SE
- *Objective/Contents:* Carrying through a 4-days youth camp for youngsters from the SB area with multiannual perspective. Focus on teenagers between the age of 13 and 17, active within culture or sports. Mutual block for all participants focusing on ethics and health, but also time to meet in sports/cultural circumstances.
- *State of preparation:* Idea origins from an event already in place for some years. Project is still open for further ideas and searching for further partners.
- *Main comments/recommendations:* Project should contact idea owner of "South Baltic Summer Sport Games" in order to search for synergies or considering integration of ideas.

- **South Baltic Podcast Network – Do we know each other?**

- *Presenter/Contact/Idea owner:* Frank Schloesser, Hanseatic City of Rostock/DE
- *Objective/Contents:* Building up the "South Baltic Podcast Network" of journalists, which provided via a website podcasts of radio reportages, features, background reports and comments. The contents as well as the music are produced by the editors in their home countries and are offered to the network for translation. On the main website, the listeners can subscribe to the daily broadcast in their preferred language. With the help of a new developed software, the translation problem can be solved.
- *State of preparation:* Project is still in an early phase and open for ideas. Partners working in broadcast, journalism and new media in Denmark, Lithuania, Poland and Sweden are searched for.
- *Main comments/recommendations:* Contact to Polish-German journalist club in Euroregion Pomerania (similar approach) is recommended. Involvement of universities within the field of media management, new media (e.g. University of Kalmar – Institute on Media and Journalism, BTH/Blekinge Tekniska Högskola – Campus Karlshamn on new media) might enrich the project. The project has potential to create a virtual "South Baltic public". Target groups and possible project partners (Municipalities? Associations of journalists?) need to be further defined.

- **Gdynia-Klaipeda cooperation of not-governmental organizations in area of therapy disabled persons**

- *Presenter/Contact/Idea owner:* Jolanta Bielecka, The Integrational Association "RAY" in Gdynia/PL

- *Objective/Contents:* Creation of Polish-Lithuanian Rehabilitation Centre with well-equipment rehabilitation base in Gdynia/PL. Organization of trainings, conferences as well as various artistic and sport events for disabled people.
- *State of preparation:* Project is already rather advanced, but open for further ideas and searching for further partners (non-governmental organizations running rehabilitation of disabled persons in DE, LT, SE).
- *Main comments/recommendations:* Project idea (exchange on rehabilitation of disabled people and creating cross-border fora for them) can fit well into the programme, as integration of disabled people is not only a horizontal aim but an explicitly welcomed field of action. Contents seem in the current stage too much biased towards Poland. Activities in Lithuania need to be strengthened. Large investment has to be justified by intensive cross-border use and benefits (perhaps by involving further countries). A focus on soft measures only might be considered as an alternative.
- **Social mobilization for children & youth**
  - *Presenter/Contact/Idea owner:* City of Kalmar/SE, presented by project developer (Susann Plant, Animare projektmanagement/DE)
  - *Objective/Contents:* Establishing local arenas for an efficient social mobilization of the young generation. Local communities, associations, NGOs and administrative structures will develop a cross-border network for exchange/cooperation. It will focus on methods and strategies as well as common activities in the field of health care & drugs prevention, social care & spare time programmes, quality development of NGOs / associations.
  - *State of preparation:* Project is rather advanced. It will apply in the 2nd call for proposals. It has already defined work packages and found partners in SE, PL and DE. Partners from DK and LT (Municipalities, NGO's & associations) are still searched for.
  - *Main comments/recommendations:* Activities, involvement of local NGOs and focus on the social sector are welcomed by the programme. If applying by keeping the chosen approach it will be important to focus on inventing innovative solutions. The project idea is potentially a good example for a complex project focusing on innovation to be implemented in measure 2.4. However, the approach risks to be too complex. It should be considered to narrow it down.

## Conclusions

Practical recommendations for project development by Ewa Kurjata (expert):

- Strive for quality networks and direct interaction between the partners
- Use twin partnerships
- Demonstrate the added-value to on-going activities and events
- Develop measurable objectives and goals. Focus projects.
- Think about the assessors (Be clear, use keywords).

Conclusions and summary from a programme perspective by Jens Masuch (JTS):

- A broad scope of activities and topics dealt with has been presented. This complies with the broad thematic scope for exchange and people-to-people contacts provided by measure 2.4 of the SB programme. All topics are considered relevant for the measure.
- Among the presented projects there have been smaller and as well larger and more complex projects. Both types of projects are possible and welcome within the measure. It is crucial for the development of projects applying in measure 2.4. to decide which option is

taken. The “value for money” provided by the project in relation to the benefits for the SB area as a whole should be reflected in this.

- In general, it should always be considered to cooperate rather than to go for competition if it is possible, realistic and the project does not lose focus because of this. Furthermore, it is important to review also previous and existing cross-border activities in order to avoid duplication.
- The presented projects are in different stages of preparations. Some are still in early idea phase and thus maybe not mature enough for a successful application in the 2<sup>nd</sup> call. Some of the projects are already well developed in structure, idea, content and partnership and will be ready for the 2<sup>nd</sup> call.
- The workshop was able to arrange contacts for finding more potential partners.
- Project ideas received guidance, how to further develop the ideas content wise. It was suggested that projects with similar ideas get in touch with each other. The discussions will be continued at the Bazaar.