



Baltic108

Programme for the Baltic Sea Region

PROGRAMME
December 14th – 17th 2012

Friday December 14th

Dress code: Smart Casual

Hotel Arrival

Check-in at the hotel. Check-in at the BalticLab table. Mingle with the other BalticLab participants!

Scandic Sjöfartshotellet, Katarinavägen 26
Phone: +46 8 517 349 00

11:30 - 13:00

Lunch at the hotel

13:00

Meet in hotel lobby

Enjoy a walking tour of the most charming part of Stockholm with **Elisabeth Daude** on the way to the Swedish Institute.

14:30 - 15:15

Welcome to BalticLab!

Location: Swedish Institute Bookshop, Slottsbacken 10
Metro: Gamla Stan Bus stop: Slottsbacken

Introductions

Iwona Roman, BalticLab co-facilitator

Åsa Bjerling from SI and **Anthony Jay Olsson** from CBSS, Programme Managers of BalticLab, set the stage for the weekend to come.

Mikolaj Norek and **Linas Kmieliauskas**, the weekend's Baltic Lab Facilitator and Head of Documentation - introduce themselves and the concepts for the weekend.

15:15 – 15:45

Coffee break

15:45 – 17:15

Documentation Workshop

Get to know your fellow participants and kick-start the documentation process.

17:15 – 17:30

Coffee break

17:30 – 19:30

Conversations on talent, creativity, entrepreneurship, and identity in the Baltic Sea Region

Experts from the region share their thoughts and experiences, and invite you to do the same.

Åsa Bjerling and **Anthony Jay Olsson**.

Kurt Bratteby, Director of the Department of Global Programs, Swedish Institute,

Jan Lundin, Director General of the Council of the Baltic Sea States

Hans Lepp from the Swedish Institute sets the scene by speaking on culture and identity in the region.

Panelists

Martina Hoogland Ivanow, Photographer, Stockholm

Oksana Zaporozhets, Professor of Urban Studies, Moscow

Daumantas Mikucionis, Shareholder & Board Member

Coffee Inn, Lithuania

Karina Petersone, Director of the Latvian Institute

19:30 – 21:30

Dinner by **Mixology**

Prang Lertaweewit and chef **Malin Söderström** invite you to experience regional food in a whole new way

**Nightlife
(optional)**

Club night at Marie Laveau Address: Hornsgatan 66

Transportation: Walking

Saturday December 15th

Breakfast	<i>Dress code: Casual</i> At the hotel
9:00	Meet your group leader in the lobby Follow us to the Entrepreneurial Church Bus: 2 to Odenplan
9:45 – 10:00	Welcome to the Entrepreneurial Church! Location: Idungatan 4B, Odenplan Contact: Petra and Jesper, +46 73-941 70 66 Bus: 2 to Odenplan
10:00 – 10:30	Morning Reflections Reflect on your experience so far, prepare for the day to come.
10:30 – 10:45	Mini-Lectures You decide which workshop is best for you after a quick preview of each.
10:45 – 11:15	Coffee break
11:15 – 12:45	Workshop I Culture and trend mapping in the region with Stella d'Ailly Stella d'Ailly presents her non-profit organization Mossutställningar as a way to widen the possibilities for artistic productions outside the traditional institutional framework. Social entrepreneurship with Shawn Westcott Developing Your Idea - Identifying needs in society and how a good idea can fit these needs. Group dynamics and Project development with Sofia Arvegård Sofia will guide you through the latest research in how to create effective teams including the psychological aspects of teamwork and the ability to adapt your leadership skills. Pitching with Lillis Explore the practical aspects of creating a trustworthy and interesting presentation of yourself and your subject all in order to create a successful meeting, an interesting brand; you. Media Lab Sign-up or drop-in to get help and advice from experts on how to create or improve your online presence.
12:45 – 13:00	Documentation time Use this time to note your experience and how you hope to use what you've done in the future.
13:00 – 14:00	Lunch Beat! Dance + lunch = energy! Molly Ränge , the creator of Lunch Beat, shares with you how she launched the concept and how you can launch it in your city. Location: Entrepreneurial Church

Saturday December 15th

14:15 – 15:45	Workshop II Culture and trend mapping in the region with Stella d'Ailly Stella d'Ailly presents her non-profit organization Mossutställningar as a way to widen the possibilities for artistic productions outside the traditional institutional framework. Social entrepreneurship with Shawn Westcott Structuring & Planning - We will use a tool that quickly develops a basic business plan so you can identify your market and get your idea into action. Project development with Sofia Arvegård Through an interactive workshop you'll reflect upon your strengths and areas of development. Pitching with Lillis Continuation of the previous session. Explore the practical aspects of creating a trustworthy and interesting presentation of yourself and your subject all in order to create a successful meeting, an interesting brand; you. Media Lab Sign-up or drop-in to get help and advice from experts on how to create or improve your online presence.
15:45 – 16:00	Documentation time Use this time to note your experience and how you hope to use what you've done in the future.
16:00 - 16:30	Foodie coffee break and Pop-Up Project Lab
16:30 - 18:00	An evening with Prof. Antanas Mockus Antanas shares his vision as a creative leader.
18:30 - 20:30	Dinner at Södra Teatern , Mosebacke torg 1-3 Bus: 2 to Slussen

Sunday December 16th

Breakfast	<i>Dress code: Casual</i> At the hotel
9:00	Meet your group leader in the lobby Follow us to the Entrepreneurial Church Bus 2 to Odenplan
9:45 – 10:00	Welcome back to the Entrepreneurial Church! Location: Idungatan 4B
10:00 – 10:30	Morning Reflections Reflect on your experience so far, prepare for the day to come.
10:30 – 10:45	Mini-Lecture You decide which workshop is best for you after a quick preview of each.

Sunday December 16th

10:45 – 11:15

Coffee break and Pop-Up Project Lab

11:15 – 12:45

Workshop III

Culture and trend mapping in the region with **Anna Karpenko**

If you want to bring about change into your neighbourhood, you need to know it. In this workshop, you will dig into such topics as environmental and urban perception, spatial practices, narratives and situationist psycho-geography.

Social entrepreneurship with **Shawn Westcott**

Missed the first structuring & planning session? You're in luck. We will use a tool that quickly develops a basic business plan so you can identify your market and get your idea into action.

Project development with **Pia Henrietta Kekäläinen**

Explore project and product development, milestone setting, goals, useful tools to use, motivating and inspiring people and group dynamics.

Pitching with **Micke Kazarnowicz**

Digital Storytelling: today, information is increasing at a rapid speed. Intel estimates that the amount of information in the world is doubling every two years. We want to be heard through the noise, and telling stories is one way.

Media Lab

Sign-up or drop-in to get help and advice from experts on how to create or improve your online presence.

12:45 – 13:00

Documentation time

Use this time to note your experience and how you hope to use what you've done in the future.

13:00 – 13:00

Lunch at the Entrepreneurial Church.

14:00 – 14:15

Mini-Lectures

You decide which workshop is best for you after a quick preview of each.

14:15 – 15:45

Culture and trend mapping in the region with **Anna Karpenko**

If you want to bring about change into your neighbourhood, you need to know it. In this workshop, you will dig into such topics as environmental and urban perception, spatial practices, narratives and situationist psycho-geography.

Social entrepreneurship with **Shawn Westcott**

Strategic Partners - Community partners, governmental partners, or funding partners: we will look at how to identify the best partners and how to develop the partnership in order to turn your idea into success.

Project development with **Pia Henrietta Kekäläinen**

Get your hands dirty and put what you've learned in the first session into action.

Sunday December 16th

	Pitching with Micke Kazarnowicz Digital toolbox: Information flows fast today. There are countless tools and information streams, websites and services - how do you stay on top of it all? This session will provide you with tools, tips and tricks for that.
	Media Lab Sign-up or drop-in to get help and advice from experts on how to create or improve your online presence.
15:45 – 16:00	Documentation time Use this time to note your experience and how you hope to use what you've done in the future.
16:00 - 16:30	Coffee break and Pop-Up Project Lab
16:30 - 17:30	Group Storytelling with Mikolaj Norek and Iwona Roman
17:30 – 19:00	Dinner at Hotel Norrtull, Sankt Eriksgatan 119 Transportation: Quick walk
19:00 – 22:00	An evening with sound art Enjoy a night listening to the work of sound artists from the region, including Martyna Poznańska, Evgeniy Zentsov, Anna-Karin Brus, Thomas Bodén, Jacek Smolicki.
22:00	Bus back to the hotel. Sweet dreams!

Monday December 17th

	<i>Dress code: Casual</i>
Breakfast	At the hotel
8:00	Meet your group leader in the lobby Follow us to the Entrepreneurial Church Bus 2 to Odenplan
8:45 – 9:00	Last day at the Entrepreneurial Church Location: Idungatan 4B
9:00 – 11:00	The floor is yours Share the work you've done over the weekend, talk about the connections you've made, review the output from the documentation exercises, and say goodbye to the lovely Entrepreneurial Church and the BalticLab team.
<i>Optional</i>	Last Lunch Location: Back at the hotel - Scandic Sjöfartshotellet, Katarinavägen 26 Transportation: Bus 2 to Slussen
Afternoon	Safe travels!



Si.
Swedish Institute.