

BALTICLAB 3.0

Balticlab, the innovation programme run in partnership by the Council of the Baltic Sea States (CBSS) and Swedish Institute (SI), has reached its third year this autumn. To celebrate this, we would like to give you a little overview of what we have been up to in the last year.

The programme brings entrepreneurs and creatives in the Baltic Sea region together to prototype the future through joint initiatives and aims to create a community of entrepreneurs and creatives, who through collaboration and strengthened connectedness empower the region to become more innovative, creative and prosperous.

Read more about what we do and this year's projects below.

the story

As in previous years, Balticlub 3.0 consisted of two curated and linked events: the large-scale Balticlub Networking Weekend in December 2014 for 60 selected participants and the smaller project-building Balticlub Ideation of 30 participants, taking place between March-August 2015. The participants of this year's programme came from Norway, Sweden, Finland, Russia, Estonia, Latvia, Lithuania, Belarus & Poland, with the aim to involve all Baltic Sea countries in the future.

Spanning across 9 countries, as well as gender and disciplines, the programme creates a strong network of talented and active change-makers, who work together and collectively represent what the region wishes to see itself as: diverse, united and smart.

With participants, who also hold a connection to Brazil, India, Japan and the USA, the programme represents a region with a global reach and mindset.

Rather than politicians and public sector officials, this group represents a collective who otherwise would not be likely to work together with Baltic Sea partners on this scale.

Through its Ideation programme, Balticlub gives the participants a combination of an entrepreneurial and creative perspective and encourages them to see the potential for innovation in the region. With start-up entrepreneurs working together with the creative industries on joint projects and business ideas, both sides gain a new skillset, which they can also implement in their everyday work beyond the Balticlub framework. This year the Balticlub group has been assisted in their development process by a group of outside experts and speakers from the fields of art, PR, innovation management, future-forecasting, business modeling and entrepreneurship.

What has resulted from this collaboration is a group of ideas, which reflect the collective values of Balticlub 3.0 participants, with more emphasis on communities, adapting to a fast-paced world, reflection and exploration of life and nature.

the ideas

Library of People

What if discussion about death could be a beautiful experience? At the heart of the Library of People project is the thought that death, which is a part of each individual's life, should be more spoken about as celebration of the lives lived rather than the time lost. The project hence imagines a physical as well as a virtual library documenting the lives of the people around us. A person signing up for the Library would be given a chance to record their life story one bit at a time. Once the person has passed away, this life story would become part of the Library of People both on an online platform, as well as a part of a physical library space, where this person's life can be read and experienced by the community.

Daygest

Daygest is an app built for daily reflection. The idea behind Daygest is that we don't learn from experience, but from reflecting on experiences, making reflection the most important part of the learning process. The app is hence built to help the user integrate reflection into their daily life and use it as a tool for self-improvement, but also as a calming daily exercise in an increasingly fast-paced world.

Baltic Spice

Food shapes who you are. Food brings us together. Baltic Spice is a project for discovering regional local ingredients, how to use them in our everyday lives and how to transfer this knowledge to the next generations. The concept focuses on new ways of cooking with common natural ingredients from the Baltic wildlife. An important aspect of the project is the use of play and performance as a part of the culinary experience. The project composes of offline activities, such as art performances combined with a dinner of wild ingredients at local restaurants and festivals, as well as a culinary boat journey around the Baltics with chefs and food lovers. The project also composes of an online platform for sharing food discoveries and a Baltic Cook Book.

Alice

The future is not yet written, and the world keeps presenting new challenges to mankind every day. We cannot predict the future, but we can shape it and imagine its possibilities. When describing the future, imagination can be more important than knowledge, since while knowledge is limited to what we know, imagination has no borders. Changing the future starts with imagining the possibilities and the possibilities will then be the foundation to the roadmap we can take to shape the future. Alice is a board game, to be used by different actors to not only start thinking about the future, imagine it and live it, but also how their imagination can be used to take direction in the world, to change it in a preferable direction and how to make it happen. The game logic is built upon the linear development of trends and a non-linear way of thinking.

Grapes

Grapes is a social community engagement project in the form of an online platform. The initiative focuses on the importance of giving a platform for people to get involved in doing good within their local community, as well as beyond. The concept focuses on social volunteering beyond the incentive of earning money. The platform allows socially conscious individuals to post volunteering projects/things they need help with at home and in their personal life, allowing other users to help out with the posted items in exchange for something they themselves might need help with. The platform's name "Grapes" derives from the concept of giving and receiving grapes as rewards for one's good deeds within the platform, with a link to the concept of a peer-to-peer economy.

join us

We are always on the lookout for new organisations, initiatives, and individuals to work with, who share our goal to make the region more connected, innovative, creative and prosperous. If you don't feel ready to get in touch quite yet, then step over to Vimeo and watch our feature documentary *Balticlab: Connecting Creative Minds* at www.vimeo.com/balticlab.

Facebook/Balticlab
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