Balticlab magazine.

FACILITATORS
Mikolaj Norek
Iwona Roman
Si & CBSS
Kurt Bratteby (Si)
Jan Lundin (CBSS)

SPEAKERS
Hans Lepp
Martina Hoogland Ivanow
Oksana Zaporozhets
Daumantas Mikucionis
Karina Petersone

SPECIAL GUEST
Antanas Mockus

WORKSHOPS
Stella D’Ailly
Shawn Westcott
Sofia Arvegård
Lillis Anna Karpenko
Pia Henrietta Kekäläinen
Micke Kazarnowicz

DOCUMENTATION
Linas Kmieliauskas

EXPERIENCE DESIGN
Fernanda Torre
Prang Lerttaweewit
Maii Söderström
Olga Knudsen

COORDINATION
Egle Obcenskaja
Josefin Dahlander
Egle Obcenskaite

HOSTS
Petra Jonsson
Jesper Lindmarker

GUIDE
Elisabeth Daude

SOUND ARTISTS
Anna-Karin Brus
Tomas Badin
Jacek Smolicki

THANKS TO:
Edmunds Jansons,
Hanna Asp,
Szymon Knitter,
Margareta Nordfeldt,
Henrik Johansson,
Jonas Boutani,
Anna Tomaszewska

twitter: @balticlab
<table>
<thead>
<tr>
<th>Table of content:</th>
</tr>
</thead>
<tbody>
<tr>
<td>01:</td>
</tr>
<tr>
<td>Balticlab</td>
</tr>
<tr>
<td>magazine</td>
</tr>
<tr>
<td>editorial:</td>
</tr>
<tr>
<td>page 2</td>
</tr>
<tr>
<td>02:</td>
</tr>
<tr>
<td>Looking</td>
</tr>
<tr>
<td>at the Baltic</td>
</tr>
<tr>
<td>Sea Region:</td>
</tr>
<tr>
<td>page 4</td>
</tr>
<tr>
<td>03:</td>
</tr>
<tr>
<td>Workshops</td>
</tr>
<tr>
<td>for knowledge</td>
</tr>
<tr>
<td>and inspiration:</td>
</tr>
<tr>
<td>page 6</td>
</tr>
<tr>
<td>04:</td>
</tr>
<tr>
<td>A Symbolic and</td>
</tr>
<tr>
<td>powerful lesson</td>
</tr>
<tr>
<td>from Supercitizen</td>
</tr>
<tr>
<td>Antanas:</td>
</tr>
<tr>
<td>page 12</td>
</tr>
<tr>
<td>05:</td>
</tr>
<tr>
<td>How to make</td>
</tr>
<tr>
<td>Balticlab develop</td>
</tr>
<tr>
<td>and grow in the</td>
</tr>
<tr>
<td>future:</td>
</tr>
<tr>
<td>page 14</td>
</tr>
<tr>
<td>06:</td>
</tr>
<tr>
<td>Emotion:</td>
</tr>
<tr>
<td>page 16</td>
</tr>
<tr>
<td>07:</td>
</tr>
<tr>
<td>Balticlab Network</td>
</tr>
<tr>
<td>Participants:</td>
</tr>
<tr>
<td>page 22</td>
</tr>
<tr>
<td>08:</td>
</tr>
<tr>
<td>Balticlab: a</td>
</tr>
<tr>
<td>Highway of</td>
</tr>
<tr>
<td>Cooperation:</td>
</tr>
<tr>
<td>page 42</td>
</tr>
</tbody>
</table>
“We believe that young, creative minds in the Baltic Sea Region can

Balticlab is a joint pilot project between the Swedish Institute and the Council of the Baltic Sea States. We believe that young, creative minds in the Baltic Sea Region can drive innovation and integration. Balticlab brings these minds together in the same space to create and explore new perspectives and sources for inspiration. Our guiding principle is that as the network flourishes, new opportunities for collaboration open up, benefiting both individuals and the region as a whole. By connecting people across different countries and more significantly across different disciplines, we can create an environment in the Baltic Sea Region that fosters both innovation and personal fulfillment. The idea for the Balticlab programme was born in the spring of 2012, when working in partnership for the first time, the SI and CBSS were both looking to create deeper synergies with regional organizations that share their long-term goals. As a result a programme was envisioned that would focus on the opportunities of the Baltic Sea region and increase its people to people contacts. The original idea of providing media tools and entrepreneurial guidance to
talented and proactive women in the Baltic Sea Region soon grew into a programme that would focus on entrepreneurial talent and creative industries in the region as a whole.

Months of meticulous planning followed, with the team growing by the minute and new ideas flowing in with each day. These efforts finally culminated in the Balticlab launch networking weekend in Stockholm in December 2012, with 67 talented individuals from Lithuania, Poland, Russia and Sweden gathering at the Entrepreneurial Church in Stockholm to discuss the state of the Baltic Sea region, their role in it and how to make the most of its opportunities by working together.

During the 4-day event participants engaged in workshops combining mapping, storytelling and documentation of their experience in their field and in the Baltic Sea Region. Highly respected lecturers and facilitators shared their experiences, gave inspiration and provided tools and practical methods to release the knowledge and vision of these 67 cross-disciplinary talents in the region. Among the speakers was Antanas Mockus, the legendary former Mayor of Bogota in Columbia, famous for initiating active civic engagement and for his creative approach towards cutting crime and fostering inclusion. More importantly, there was space for the participants to find future project partners, to voice their hopes and concerns for the Baltic Sea Region and to find inspiration through events such as a Mixology dinner, LunchBeat and sound art performances. This publication is a guide to what happened and who attended. We hope you enjoy these following pages as much as we have enjoyed the Balticlab journey.

Tied to this magazine, the Balticlab Network will also be continuing though an interactive Balticlab platform. This will be a space for balticlabers and their friends to share project ideas, contacts and industry tips. Furthermore, its aim is to serve as an engaging application, which would keep young Baltic Sea Region creative entrepreneurs up to date with all relevant stories and future activities.
"What does the Baltic Sea Region mean to me?"

"... You know, I’m a product of the Baltic Sea Region cooperation", proclaimed Hans Lepp, a Senior Adviser of Cultural Affairs at the Swedish Institute. In fact, one could say he owes his very existence to the successful and enduring relationship the Baltic Sea Region has enjoyed – his mother is Swedish and his father is Estonian. He then posed the following questions to the Balticlab participants: What kind of a “product” would I be classed as? What does the Baltic Sea Region mean to me? What are its opportunities and benefits? How can I make the most of them?

These questions marked the beginning of a journey into identity and problem-solving, which ran throughout the Balticlab event. The answers, which came to light, would influence the very building blocks of how cooperation, shared knowledge, heritage and diversity become potent factors in driving creative entrepreneurship and fruitful regional projects.

The topics of identity and personal fulfilment were also touched on by the other guests of the evening- Karina Petersone, the Head of the
Latvian Institute, photographer Martina Hoogland Ivanow, entrepreneur Daumantas Mikucionis and professor of Urban Studies Oksana Zaporozhets. Karina shared with the participants her long experience in Latvian politics and concluded that what hurts you the most as an individual is not what others do - it’s what you yourself fail to do that keeps you up at night.

What rose from the discussions of the evening was that we are all intertwined in the Baltic Sea Region - we define each other through one another. As we meet and interact we shape the future and have the potential to overcome mental and geographical distances.

While everyone came to Balticlab with an individual purpose, within a couple of hours a new form of identity and platform for the future was in the process of being shaped. The answer to the question “What seed can we plant here to increase connections in the region?” from the participants was thus simple: We do not need to plant a seed, but a garden.

And the garden did indeed grow - four days of connection forging, learning, discussing and building future plans. All of which kicked off with a Mixology dinner of regional ingredients by the talented Prang Lerttaweewit.

Participants ideas on Connecting the Baltic Sea Region

— Opportunities
Harvesting the available energy.
Technologies
Making Scandinavians feel “more Baltic”.

— What we have
Mobility
Common economic zones

— Challenges
Enormous mental distances!
Culture & language prejudices & differences

— Goals for the future
iCloud for Balticlab: idea-sharing for the future
Balticlab summer camp
Collaboration
Integration
“67 young creative entrepreneurs expand their knowledge and get more inspiration.

Repetition is not only the ‘mother of study’, as it is said in Latin. Reflection is also a good way towards successful entrepreneurship and any creative process.

Project Development, Pitching, Social Entrepreneurship, Culture and Trend Mapping in the Region - these were the four intensive workshops during the Balticlab weekend, which helped 67 young creative entrepreneurs expand their knowledge and get more inspiration for new ideas.
Shawn Westcott shared with the Balticlab participants his advice on writing a business plan, how to find financing for your ideas, how to conduct research, find partners, convince investors and much more.

Shawn explained that “people like us are seeking money” and stressed the importance of money reaching its target. “The balance of finance and mission is an important part of social entrepreneurship”, explained Shawn and quoted Muhammad Yunus - “Social entrepreneurship is all about human creativity to solve problems.”

16 Dec Brian W. Jones @brianwjones
I’ve learned more about developing business ideas from @westcott in a few hours than in a full semester at school. #BalticLab

15 Dec Algirdas Sabaliauska @AlSabal
#blbsocial all ideas seem to connect, one way or another

15 Dec Jarek Piotrowski @JarekP
Workshop with @westcott was amazing! We are on to something :) #balticlab #blbsocial
“No correct solutions, No correct answers, No one is right or wrong”, stated Sofia Arvegard at the beginning of her presentation on group dynamics.

Sofia’s passionate about group development and management: “In the company’s model one must foresee time (expenses) spent on good connections in the team but it takes no less that four months to achieve work and productivity in a team, and please, don’t be scared of conflicts” explained Sofia: “Conflict is inevitable, conflict is good”. And advised: “Do not perceive people through labels but look at a new diverse competence”.

Sofia stressed that “we can support groups better and we will become better leaders if we understand groups and learn how to interpret their needs”.

Pia Henrietta, who has background in business, diplomacy and entrepreneurial projects, took to the floor on the third day of Balticlab to discuss project development.

Pia Henrietta shared with the participants tips on how to avoid falling into procrastination, organizing your time and selling your product. She advised the participants to keep an open mind in their work and that sometimes keeping lower expectations can lead to a higher outcome.
Pitching and Digital Story-telling

15 Dec Daumantas Mikucionis @Daumantasmi

#balticlab pitching with paper eating lady that wants to remain incognito!

Strange and wonderful things were happening in this great Balticlab workshop session on pitching.

15 Dec Danielius Stasiulis @Dstasiulis

#balticlab the pitching / presentation training was truly remarkable - the best audience control I have ever seen

Lillis - a woman operating incognito to dispel an individual’s preconceptions. Not her real name, of course, but her advice on pitching was real and tangible, covering topics such as the importance of trustworthiness in business relationships, charisma and choosing the right medium for your pitching presentation.

@giedrumaforever

#blbpitch What sells the content is your personality and the way you put your idea on display. The content doesn’t sell itself

Micke Kazarnowicz, digital strategies consultant shared with the Balticlab participants his expertise on digital story-telling and tools.

Micke shared with the participants the ingredients of a good story, which should have a clear beginning and end, a clear message, be authentic in nature and as engaging as possible. Micke also encouraged the participants to inspire others to tell their story - “Give people a platform to tell stories, where you are not the hero.”

16 Dec Balticlab @Balticlab

When you choose a platform you have to trust the process and commit to the process. #balticlab @kazarnowicz
Culture and Trend-Mapping in the Region
With Stella d’Ailly and Anna Karpenko

You may have seen geographical and political maps of the Baltic Sea Region with its sea, lakes, mountains, capitals etc. But have you seen culture and trend maps of the region? This is what participants looked forward to exploring during the workshops with Stella d’Ailly and Anna Karpenko.

For example Anna Karpenko went from maths, philosophy and logistics to sociology, which helped her understand “real world” issues. How do we define cities, how do we understand public spaces? How we can understand everyday matters better? She reminded us how stereotypes can sometimes prevent us from understanding true meanings.

Stella D’Ailly however, shared her experience as the artistic director of Mossutställningar. She presented the non-profit organisation, which she co-founded in 2004, which aims to widen the possibilities for artistic productions outside the traditional institutional framework. Mossutställningar facilitates conditions for art production and is not tied to a specific space. Each art project is made for a site or contextual framework or else directly from an artist’s vision. It provides room for new meetings between artist, audience, works and sites.

15 Dec Edit Mag @arteditmag
Art in public space is a state of mind #blb-map #balticlabab with Stella d’ailly

Anna Karpenko’s workshop on Culture and Trend-Mapping
Over the course of the event a dedicated team of organisers were on hand, with tips and tricks on how to work with online presence and raise the profile of their ideas and projects. Jacek Smolicki, Shawnna Robert and Gregory Daniel each have specialized but proven experience of working and exhibiting their talents in the online world and provided individual help to both newcomers and the more established entrepreneurs. What became clear from several discussions was how today’s media deployment and visibility rely heavily on search engines to drive the maximum number of visitors to your page. Appropriate tagging, linking and syndication are key factors to consider, when casting the net out there for interest in your dream project.
“Aurelijus Rutenis Antanas Mockus Šivickas—his name is as colourful as his personality and as exciting as his biography. He is perhaps more commonly known as the former mayor of Bogotá, Columbia’s capital city. Antanas Mockus came to Balticlub and, while outside the Entrepreneurial Church a snowstorm raged, he held an inspiring lecture for the participants:

“There are now new forms of authority”, said Mockus, and stressed the potency of so called ‘symbolic violence’ a ‘soft’ confrontation which in its simplest form addresses issues with no call for physical or mental threats.

Below are several examples how Mr. Mockus uses this symbolic power.
How did Mockus become known as the guru of creative problem-solving? Here are examples of his highly creative and unconventional working methods:

Need to encourage people to save water? Get Shakira on the phone and encourage inhabitants to save water. Or why not take showers in pairs?

How to tackle the notorious regulation of Bogotá’s traffic? Employ mimes to taunt bad drivers instead of traffic police.

How to prevent accidents from fireworks during New Years Eve celebrations? Give people alternative entertainment, hand out condoms with instructions “inflate and explode”.

This is only a small handful of Mr. Mockus’s innovative solutions but throughout his entertaining lecture, the recurring message was: look for creative ways to solve problems, walk different paths and don’t forget that, as Mr. Mockus eloquently put – entrepreneurship can become art.

Aurelijus Rutenis
Antanas Mockus Šivickas
(born 25 March 1952) is a Colombian mathematician, philosopher, and politician.

The son of Lithuanian émigrés, he left his post as the president of the National University of Colombia in Bogotá in 1993, and later that year ran a successful campaign for mayor. He proceeded to preside over Bogotá as mayor for two (non-consecutive) terms, during which he became known for springing surprising and humorous initiatives upon the city’s inhabitants. These tended to involve grand gestures, including local artists or personal appearances by the mayor himself—taking a shower in a commercial about conserving water, or walking the streets dressed in spandex and a cape as Supercitizen. On March 4, 2010, he was elected in a public consultation as the Colombian Green Party candidate for the presidential election in 2010.
“Every challenge can be perceived as an opportunity”

For the Balticlab participants on the third day of intensive projects, workshops and group sessions, the event presented dozens of potential ideas on how to make this project, this network last, grow and strengthen. And, let’s not forget, how to make good things out of it!

After entering an interactive “World Cafe”, participants identified challenges, which Balticlab faces, as well as opportunities and potential actions to counter such factors. The participants gathered that when you don’t meet in person, you tend to forget about people and identified a lack of motivation, finances, new partners and mental distances as the biggest obstacles to increased partnerships in the region.

As expected from such a dynamic and resourceful group there were also suggestions for a way forward to pass these obstacles. The participants contemplated the organiza-
tion of national meetings, regional databases, follow-up meetings as well as virtual meet-ups and presence at regional music festivals. The most important aspects identified, however, where to stay open and involved, to use each other’s networks and to promote each other.
We are merging and converging; Russia, Lithuania, Poland and Sweden,
Building pillars with many iterations of the collaborations,
Which are being recorded and never eroded,
Holding and unfolding the attention at the centre,
The living system which is “we”;
With its diversity and integrity forever changing and unpredictable.
We are planting seeds for work in the Baltic Sea Region;
Culture, Talent, identity, creativity, like ‘Mixology’.
In the church, community declarations, writing history together;
Personal charisma, and pitching, self-awareness, urban spaces,
LunchBeat,
Boom Boom BOOM! We are in full bloom energised by music!
The mind is dancing, pulling the body in its trance.
Business canvas model, loving what we do; pitching through the roof,
Grounding in the flow, meditation,
succulence, ‘shazzamness’, abundance, ‘awesomeness’;
Antanas Mockus, mathematician, philosopher, politician,
Former mayor of Bogota talks about forms of authority, grand gestures, art and inspiration!
We are a force, shaking the world one after another, one with the other,
In collaboration, without hesitation. We are burning, starting fires,
perspiration, inspiration…
Expiration? Embracing our greatness! We have two more days to go,
So into the unknown we go, building our future on our own, but to-
gether never say never.

Watch the clip by Iwona Roman and Jacek Smolicki here:
(http://vimeo.com/58018427)

We would like to thank Balticlab’s wonderful facilitator Iwona for her inpromptu and inspir-
ing poem summarising Balticlab. What did par-
ticipants of the event feel their inspiration was?
We’ll let the following tweets tell you.
About the event

15 Dec Balticlab
A little appreciation of our space at @ekyrkan. "Co-working under God"

15 Dec Ivan But
#balticlab Saturday morning starts at Entrepreneurial Church. Most of the participants are even looking fresh :)

17 Dec Mikhail
@balticlab #balticlab early morning of the last day. People are arriving to the entrepreneurship church http://sdvr.ms/UW9y90

15 Dec Tomasz Kretek
15 Dec Tomasz Kretek @tkretek Entrepreneurial church! Great coworking space! (@Entreprenörskyrkan w/ 5 others) Tomasz Kretek @tkretek Time to go home! Thanks again #Balticlab! See you... Soon? :- (@Stockholm-Arlanda Airport (ARN) w/ 14 others)

14 Dec Egle Obcarskaite
@EgleO Dear ladies and gents please welcome-official opening of #balticlab -with #CBSS #SI. Institutional gravity rules!

14 Dec Daumantas Mikucionis
@Daumantasmi #balticlab celebrate baltic diversity!

Polish Embassy SE
@PlinSweden Balticlab - young, creative minds from around Baltic Sea meet in Sthlm to discuss the future of the Region https://www.facebook.com/Balticlab

14 Dec Ola Möller
14 Dec Ola Möller @OlaMoller Hearing: synergies, connecting, interdisciplinary, different fields, collaboration. #balticlab #blbwelcome

Daumantas Mikucionis
Daumantas Mikucionis @Daumantasmi #balticlab they dont name movies "48 hours" for no reason: it's when contacts have been made and relationships start to develop ;)

14 Dec Martynas Marozas
@martynasmarozas #blbwelcome 4 day tweet marathon started :)

14 Dec Ivan But
@ivan_but #blbwelcome Daumantas gonna be one of 4 inspirators tonight. He’s done lots of businesses, but currently is jobless pic.twit-ter.com/vw9dO9XW

14 Dec Egle Obcarskaite
@EgleO Balticlab first round goes now country groups tell their stories -share your old one before creating a new one for the whole region! @si

15 Dec Mikolaj Norek
@mikolajnorek "@westcott: I’m excited to be facilitating the #scent discussion — #blbsocial — at #balticlab this wknd." Fantastic to have you on board!

Kristín Grímsdóttir
Kristín Grímsdóttir @kristingrims Feel privileged to have listened to & learned from @JarekP @DStasiulis @westcott @tkretek @kazarnowicz ...and the list continues. #balticlab

16 Dec Mikhail Vink
@mikhail_vink Just occasionally met happy JetBrains TeamCity user from Poland on the entrepreneurship event in Stockholm. The world is so small!

16 Dec Egle Obcarskaite
@EgleO Are you thinking to start a new company? #balticlab participants seem to be on it!

16 Dec Brian W. Jones
@brianwjones A weekend crash course in inspirational friendships. #Balticlab
Kristín Grímsdóttir
@kristingrims The biggest THANKS to @balticlab and all its participants, #CBSS, @Svelnstitute, @mikolajnorek and @ivonaroman for a great weekend. I grew!

17 Dec Brian W. Jones
17 Dec Brian W. Jones @brianwjones Last day of #Balticlab. Incredible weekend, connections and inspiration. Honored to have been a part of it. Thank you @Swelnstitute #CBSS

17 Dec Tomasz Kretek
@tkretek Great thank you speech by @asabjering ! But it’s us #balticlab participants who should be saying THANK YOU!

16 Dec Fernanda Torre
16 Dec Fernanda Torre @FernandaSTorre Today #Balticlab weekend ends and the #Balticlab cooperation starts!! Looking forward to arrive in Portugal and tell my friends about it!!

20 Dec Mirjam Külm
@MirjamKulm @Balticlab While it is the end, it is the beginning of something amazing! pic.twitter.com/otIONiaR

Olga Peshekhonova
Olga Peshekhonova @olga1089 Thank u so much @Balticlab organizers! I felt we were taken such good care of! And that kind of care is very rare and very special to me!

14 Dec Egle Obcarskaite
@EgleO #balticlab quotes :participants say their goal is to bring people from different countries to work together! great #BalticSeaRegion

14 Dec Ola Möller
@OlaMoller #balticlab #blbwelcome. Identity vs. identities. The possibility of having many identities means leaving the belonging of one identity.

14 Dec Jarek Piotrowski
@JarekP "Do your best. Others do what they do." #blbwelcome

14 Dec Egle Obcarskaite
@EgleO #balticlab reverse the question : we don’t need to plant a seed we need to plant a garden and build relationships around the #BalticSeaRegion

14 Dec Ola Möller
@OlaMoller The future seems very interdisciplinary as usual. Also how people identities seem very dissolved. #balticlab #edgeryders #hyperisland

14 Dec Ola Möller
@OlaMoller The future seems very interdisciplinary as usual. Also how people identities seem very dissolved. #balticlab #edgeryders #hyperisland

15 Dec John Heden
@HedenJohn Headline: Share Me #Balticlab

15 Dec Tomasz Kretek
@tkretek My headline: discover talents & connect the dots. #balticlab

15 Dec Danielius Stasiulis
@Dstasiulis searching for ways to unite people through action at @balticlab #blbsocial - the national “Do It” day will happen in Lithuania in 2013

15 Dec Kristín Grímsdóttir
15 Dec Kristín Grímsdóttir @kristingrims Another person is basically pitching the reason @Possunt needs to exist. Thx! #blbproject #balticlab
16 Dec Balticlab
@Balticlab Our participants had early mornings yesterday, made for great photos. #balticlab
#sunrise @ #okecie #airport http://ow.ly/g7HNU

16 Dec Carl Barstad
@carlbarstad #blbreflect @ekyrkan http://instagram.com/p/TTTccNouI9/

14 Dec Olga Peshekhonova
@olga1089 strongest emotion so far: how awesome it is to be just a participant of a big and excellent event (and not an organizer) #blbwelcome #relax

14 Dec Jarek Piotrowski
@JarekP Wow! Ambassador is in the room;) thank you for support! #blbwelcome #balticlab

14 Dec Edit Mag
@arteditmag Exhausted body and pumped up soul first day of #balticlab. @ScandicSjÃ¶fartshotellet, Katarina vagen 26, Södermalm http://her.is/2ne92

14 Dec Łukasz Wróblewski
@Wrooblo After shower & few hours of sleep I’ll be unstoppable at #balticlab workshops !!! :)

Kristín Grímsdóttir
@kristingrims I wanna turn things upside down'.
@tedx @Balticlab @ekyrkan @possunt #theycanwhotinkthecan

Brian W. Jones
@brianwjones Cutest moment of #Balticlab: when @egleo was shaking from excitement and nerves while introducing Antanas.
Łukasz Wróblewski
@Wrooblo I’m excited for this day in Stockholm @Balticlab

John Heden
@HedenJohn Power Word of the morning
Energy # balticlab

Kristina Kashina
@kristin41202757 opportunity, action, hope, reflection, dream, .... words which make our day!

Martynas Marozas
Martynas Marozas @martynasmarozas #balticlab amazing 4 days, inspiring people, awesome organization!

@balticlab
#balticlab unlimited coffee makes day even more magnificent. LunchBeat is coming!

15 Dec Martynas Marozas
15 Dec Martynas Marozas @martynasmarozas #balticlab lunchbeat, everyone should try it! pic.twitter.com/5Qc666ud

15 Dec Daumantas Mikucionis
@Daumantasmi #Balticlab Incredibly viral and painfully uncommercial lunchbeat idea in action! pic.twitter.com/BE04Ka2n

15 Dec Mikhail Vink
@mikhail_vink @balticlab #balticlab is serving dancing food at lunchbeat!

15 Dec Łukasz Wróblewski
@Wrooblo This is @BalticLab people !!! pic.twitter.com/ry5V3aIG

Edit Mag
@arteditmag Sorry. meant to write: lunchbeat giving me goosbumps on #balticlab. Check it out!

15 Dec Åsa Bjering
@asabjering @ImwithMolly thank you Molly! Still sweaty, feet hurt but my whole body is smiling. #lunchbeat #balticlab

15 Dec Molly Ränge
@ImwithMolly Thank you Baltic Lab! You guys rock!! #lunchbeat #si #balticlab @ Entreprenörskyrkan http://instagr.am/p/TQhvaTCjfb/

15 Dec Tomasz Kretel
@tkretelk OK, let’s roll! (@ Scandic Sjöfartshotellet)

15 Dec Åsa Bjering
@asabjering Following @Daumantasmi example and re-discovering twitter. Just got some nice help from @Balticlab / Shawnna. Try it out!! #balticlab

15 Dec Tomasz Kretel
@tkretelk Guys let’s repeat the lunch beat tomorrow! #balticlab

15 Dec Linas Kmieliauskas
@linasantlinijos #balticlab no workshops, no discussions, no networking, no tweets (except this one). Meditation time. 8 minutes
15 Dec Brian W. Jones
@brianwjones I am succulent. I am self-loving. I am shazaam. #balticlab @ Entreprenörskyrkan http://insta-gr.am/p/TQwBWIGap1/

17 Dec Brian W. Jones
@brianwjones Weirdest moment at #Balticlab: apparently whatever happened last night while I was sleeping.

Daumantas Mikucionis
@Daumantasmi #balticlab panacota with are-u-kiddin-me strawberries blew me right back to my grandma garden in july! Mmmmm yeah! pic.twitter.com/klP1Bfwh

15 Dec BalticLab
@BalticLab-Hipster Mekka;) http://ow.ly/g7HLo

15 Dec Pia Henrietta K
@PhenriettaK My new sounds: What inspires people at @balticlab at Entreprenörskyrkan http://sound-cloud.com/piahenrietta/what-inspires-people-at... on #SoundCloud

16 Dec Fernanda Torre
@FernandaSTorre Absolutely amazing sound performance @Balticlab! No words, you would have to be here to understand!!

16 Dec BalticLab
@BalticLab “What are you doing on Tuesday?” “Sleeping.” “Working!” #balticlab

17 Dec canan yasar
@canan.yasar Having 70 people from the Baltics singing happy bday to made my day. Thank you #balticlab #grattiscanan

17 Dec BalticLab
@BalticLab Birthday at #Balticlab @ekyrkan http://instagr.am/p/TWS-JroGajJ/

17 Dec Jarek Piotrowski
@JarekP I just ousted @calleerlandsson as the mayor of Entreprenörskyrkan on @foursquare! http://4sq.com/blV5bz
Agniete is a freelance designer. She is particularly interested in how interdisciplinary collaboration can promote social and ecological responsibility, as well as improving contextual awareness. She plans to use her masters thesis, which she will start writing this winter, to develop a current jewelry project. 

http://cargocollective.com/agnietepreidyte

A1. The ability to choose my way of working and responsibility for the products I sell in different levels: both socially and sustainably.
A2. Updating my skills and inspirations through different media and trying out innovative ideas.
A3. I am a designer and always reach the point where people do not understand the value of the product, which leads me to the conclusion that they need to be more educated about the difference between mass production and unique design products.

Questions:
1. What pushes you personally to develop new and creative projects?
2. How do you develop your entrepreneurial skills?
3. Can you tell us about a lesson you have learned and how might this shape your ideas?

Agnietė Preidytė, Lithuania

Just who were these young, dynamic individuals? By their ongoing work or simply by their spirited and positive examples and methods, they represent the some of the best and brightest the Baltic Sea region has to offer. When Balticlab was conceived, the intention was to gather together a selection of standout individuals from broadly differing backgrounds and explore the co-operative and creative possibilities over the course of a weekend event. Once the applications were received it was clear that the event would play a much larger role in defining the character of the region and the role of its young entrepreneurs and creative professionals.
Aiuna Badmarinchinova, Russia

Aiuna is a student of linguistics who is interested in working in the IT field. She aims to launch ProfyEqualizer, an information source about interdisciplinary professions. Such an information source would help people find suitable pathways into interdisciplinary careers within the professional domain.

http://www.linkedin.com/in/aiuna

A1. The thought that people will be happier when they use it.
A2. 1. Talk with entrepreneurs. They have experiences that I may need. 2. Study my specific field. As much I know, as much responsibility can I take.
A3. I hope to discover it in Balticlab

Alexander Firsov, Russia

Alexander is a PR manager for the Baltic branch of the National Center for Contemporary Arts and the art director and co-founder of Baltic Magazines publishing house. Together with Kristina Cheremushkina he hopes to create a new independent media outlet for the city that captures positive changes in the urban landscape and actively supports them. This would include building a communication platform between different groups and individuals who claim their ‘right to the city.’

http://www.facebook.com/alex.v.firsov

A1. Freedom of action and expression that can be obtained only as an entrepreneur.
A2. University education and work experience as an employee. Reading the business media and communication with business communities.
A3. The team, the idea and the external environment are equally important.

Danielius Stasiulis, Lithuania

Danielius is a project manager and board member at UAB Civitta, the largest independent management consulting firm in the Baltics, and a co-founder at BlastMat, which is his third startup. He has been involved in the Lithuanian startup ecosystem since 2009 and has helped to organize numerous events and conferences including the first Startup Weekend in Vilnius. He is a mentor, lecturer on startups, and the head of Startup Nitro, a startup consulting program. He is also the chairman of one of the largest NGO in Lithuania: “Let’s do it Lithuania”, which organizes community action programs at national level, one of them being the clean-up day. Danielius is currently investigating a number of global startup possibilities.

www.linkedin.com/in/danius

A1. There are two reasons why I engage with various projects. Firstly, I quickly get bored, therefore routine is a killer for me. Therefore, I prefer to work on something new, something not yet known. It is much more exciting to do something if you don’t know whether you will succeed - it’s a challenge! And I love challenges. Secondly, I start new projects because I believe that either something is unfair and has to be changed, or I see an opportunity that can be seized.
A2. Once you are a dreamer, you just have to chase your dreams. Repeatedly, until you succeed. This is how you build your skills.
A3. When there is will, there is a way. So, just do it.
Algridas Sabaliauskas, Lithuania

Algridas is a marketing consultant who is a creative agent for Creative Partnerships Lithuania. In his hometown of Klaipeda he founded the first creative residency, Neloftas, and organized the Rafta festival, a floating stage in the middle of the Prussian Sea. He aims to create an outsourcing network of reliable graphic designers, video and audio experts, and IT specialists.

https://www.facebook.com/algirdo

A1. Competition (hearing about successful projects initiated either in my country or abroad) and self-esteem (the feeling that I can do what’s still not in the market)
A2. Little tryouts in high school boosted my self-esteem and inspired me to open my eyes for possibilities.
A3. Sometimes having high expectations and falling in love with your idea isolates you from the reality and eliminates connections with reality. I’ve learnt that even though you love an idea, you have to be careful, research the market and keep doubting it until you launch something.

Anna Pietka, Poland

Anna is a co-founder of Subscrea, an easy to use subscription e-commerce solution. She is passionate about meeting new people and embracing the beauty of the unknowable future. She hopes to spread her open approach business model to other more traditional industries.

http://www.linkedin.com/profile/view?id=160919412&trk=tab_pro

A1. Adventure, feelings of mastery, enjoyment resulting from successes.
A2. By learning from other entrepreneurs I meet.
A3. Have a plan but stay open to new opportunities.

Barbara Nawrocka, Poland

Barbara trained as an architect and is interested in working with it in a non-traditional way, such as with temporary and social installations. She is currently collaborating with the Centre for Contemporary Architecture in Budapest to activate suburbia. She is also a co-founder of an artistic collective which deals with social problems. Her aim is to launch a socially-aware design service.

A1. Well, first of all I don’t think that my fields of interests like art and cultural animation have so much in common with entrepreneurship in general. Or maybe they don’t have enough. So this is the main reason to join such programs. I don’t wish sound banal, but expanding networks and finding people in similar situations really gives you a lot of inspiration and confidence. That is a great start.
A2. I find taking the risk and aiming high the best way to learn and develop.
A3. Every new project has to be challenging to be worthy of the effort. The best lesson is always the challenge you’re trying to face right now.

Alexander Chijov, Russia

Alexander is a designer and an artist who has had his work featured in numerous exhibitions. He and Artem Zaytsev hope to improve how people use public spaces in Kaliningrad, including encouraging respect for pedestrian spaces, developing bicycle routes, and revitalizing the forgotten spaces under bridges.
Brian Jones, Sweden

Brian is the founder of Welcome, a studio specializing in design, photography, writing and strategy. A serial creator, he loves ideas that force people to reconsider their understanding of the world. He’s designed a book meant to be planted - not read, opened a pie shop to heal a community and driven across the USA with a shipping container converted into an art studio, but the truck blew up along the way. Brian has several project ideas currently being considered for the future. http://www.alwaysfeelwelcome.com

A1. The desire to create and move the world forward. Not accepting the world as it is according to tradition or standard practice. To challenge my own curiosities and continually trying to answer the question, “what if…”
A2. I’m currently studying a Master’s in Business Design to strengthen my basic knowledge. I am also a part of a global network of entrepreneurs called Sandbox that surrounds me with many other inspiring people who are always willing to answer questions and help each other whenever it is needed.
A3. Be comfortable with failure, embrace it even (as cliché as it sounds).

Canan Yasar, Sweden

Canan is a PR consultant and project manager for JMW Communications. There she has worked on award winning campaigns. She loves to tackle tricky challenges and to plan creative strategies, and she is curious about culture and international environments. In her free time she works for an NGO which helps Kurdish children in need. http://www.linkedin.com/profile/view?id=46558476&amp;trk=tab_pro

A1. My passion for communication.
A2. I read a lot, both magazines and books.
A3. If you have a good idea people will help you.

Ali Piltan, Sweden

Ali is a founder at Innospired, an agency that helps companies strengthen and increase innovation efficiency, and has a background in brand and communication consulting. Ali aims to develop a platform for open innovation where any individual from a company can launch a web-service that integrates customer feedback into the development and improvement process.

A1. Inspiration from others
A2. Reading books, talking to others, observing leaders. Then act, learn and build.
A3. Entrepreneurship is harder than I imagined.

Ilyana Demushkina, Russia

Ilyana is currently studying financial management. She has participated in numerous young entrepreneurial forums and programs, and hopes to run her own business someday. She is particularly interested in the stock exchange, specifically a new phenomenon - social stock exchange. http://wwwvk.com/ilyana_ptz

A1. Wish to be independent.
A2. Visit master-classes, trainings, read books, discipline myself.
A3. Experience of managing a social project.
Denis Zapolsky, Russia

Denis is trained in computer science, applied mathematics, photo-journalism and photoart in general. Together with Jenya Lapteva he hopes to help the Baltic Spit region overcome its cultural isolation. As a team they aim to investigate the common language of contemporary art in the Baltic region, develop cooperation in the field of contemporary culture in the region, and study human existence in a natural environment. https://www.facebook.com/denis.zapolskiy

A1. My desire to present the magic of Baltic Spit (Vistula) to people from other regions pushes me.
A2. I try to connect with many people with different views on reality and life in general.

Dominykas Smilga, Lithuania

Dominykas is a foreign markets’ representative for Bionovus, a bioenergy company. He is interested in economic activity, sustainable growth, and politics. He is also interested in IT and web project development. http://alturl.com/4p8js

A1. To do something that is completely interesting for you and it is 200% yours, when you know that you are the only one that can push this further.
A2. I try to implement my ideas with friends and see what happens.
A3. A good team is very important. Two heads are much better than one.

Vytautas Zabulis, Lithuania

Vytautas is an investor and start-up mentor. He is working to launch nhujalevator, a charity project that will raise money not from donation but from contributed goods. The benefits are both environmental and social, as the profits will be used to grant higher-education scholarships to students from low-income families.

A2. Always experimenting
A3. People can always fail.

Disa Krosness, Sweden

Disa is a dancer with experience in productions, workshops, and teaching. She is currently working on a project called BigBirdie-Bounce, a collaboration between video art, dance, design, and music orchestrated in the space of a nightclub. She and her partners aim to bring contemporary art to the people by sharing the dance floor with the audience, thereby inviting but not forcing participation and expanding the definition of contemporary dance. They hope to exhibit this concept around the world.

http://www.youtube.com/watch?v=s86sa12EmSc

A1. The need to create work and a belief in what I do.
A2. I use the skills I have to learn new skills, and I am not afraid of trying things I don’t know how to do.
A3. It is all about being at the right place at the right time, and to be socially empathetic enough to listen and speak with people.
Edit Mag, Sweden

Edit is an artist based in Visby, Sweden where she has been involved in projects concerning art, exchanges, exhibitions, and more. As a future curator at Lidköpings Art Hall, she’ll have a platform to jumpstart exchange projects. She has numerous project ideas she is working on, including a youth exhibition in traditional and non-traditional artistic techniques, a world art-day classroom collaboration, and an exhibition about the art of gaming.

http://editmag.wix.com/at-home

A1. It’s never the money, haven’t made any money yet. It’s seeing when something is amiss and knowing that there is a small thing I CAN do about it, then DOING it!
A2. Learning by doing, making mistakes and discussing it with others.
A3. It’s OK to make mistakes. And it’s OK if it takes time.

Jenya Lapteva, Russia

Jenya is trained in Philology and Journalism. She is currently studying art critique and working as a freelance cultural journalist. Together with Deins Zapolsky she hopes to help the Baltic Spit region overcome its cultural isolation. As a team they aim to investigate the common language of contemporary art in the Baltic region, develop cooperation in the field of contemporary culture in the region, and study human existence in a natural environment.

http://vimeo.com/user5596758

Ekaterina Sinitsyna, Russia

Ekaterina is a foreign trade manager in seeds production and a specialist in agronomy, crop protection and quarantine. As agrotourism has started to develop in Russia, she sees the potential for investments in agrotourism to provide people-to-people exchanges, to help farmers to improve profits and get help from clients, and to educate travelers on the importance of nature conservation.

http://www.linkedin.com/profile/view?id=115101314&trk=tab_pro

A1. To be honest I’m not in the business yet, but I know it will be these things - freedom, interest, creativity, getting new experience and knowledge, create something new
A2. Through my own experience and education by now, for the future I would like to create my own business and learn from it - think it’s the best way to understand my weaknesses and work on it
A3. For the seed supply businesses there is a constant flow of seeds in the world - just incredible!

Evgeniy Zentsov, Russia

Evgeniy is a member of LES, an art group looking for open spaces in which artists can realize their projects. Together with Yuriy Selsky he aims to create a cultural centre on the site of the water tower in Otradnoe, including exhibition and educational programs.

http://soundcloud.com/est-nastroenie

A1. Wish to develop my region.
A2. Search for the right people concerned.
Katarzyna Cenian, Poland

Katarzyna has an engineering degree in biotechnology and now is doing a masters in sustainable biotechnology. She believes scientists represent a different type of creativity. She is interested in joining designers and scientists together to develop a production process for new biomaterials, and believes compressive solutions to complex problems is only possible through such collaborations.

Jarek Piotrowski, Poland

Jarek has a background in finance and is a co-founder and business developer for CityRace.me. He is also a co-organizer of Warsaw Startup Weekend and HackWAW. Entrepreneurship is his passion. He finds communication and bringing people together are keys for success in entrepreneurship.

A1. Living to the fullest and showing people that you can do whatever you put your mind to.
A2. Doing things and failing.
A3. Have a clear understanding of what failure is.

Ieva Skudraitė, Lithuania

Ieva is an independent architect and semi-professional photographer. As a blogger at archwanders.com she hopes to expand the blog to include more writers who are design loving people from the Baltic Sea Region and who would write and photograph what is happening in their countries from their personal perspective. The motto: fast, fresh, personal, and preferably else-where unpublished. www.archwanders.com

A1. Promoting high quality design. A need for opposition, possibility to make changes. Standing out doing things the way other people don’t.
A2. Attend business/business related courses and seminars (recently took and accounting course and business motivation seminar). Read books, read on-line, engaging in endless discussions about entrepreneurship with friends.
A3. My biggest lesson was that most businesses are very local, unless you are very big or very unique.

Dovilė Maciauskaitė, Lithuania

Dovilė is studying creative industries and works as a reporter and photographer for Laimikis, an interdisciplinary platform for urban art, research, and activism. Her work focuses on having spontaneous conversations on the street with citizens about hobbies, music, and city spaces. She aims to launch a project recording grandparents’ stories, reminding us all of the colorful lives the older generations have lived and closing the gap between the generations. http://www.laimikis.lt

A1. Curiosity and the desire to realize myself.
A2. By meeting and socializing with smart and active people, generating our ideas together.
A3. I could not distinguish any lessons yet, because I got interested in entrepreneurship only very recently.
Ivan But, Russia

Ivan’s bachelor thesis compared the impact of social networks on entrepreneurial activity in 56 countries. He has researched and prepared articles for international conferences and journals, and he continues his research in this field. He is currently the CEO of Game Changers LLC and head coordinator at Game Changers, a program of 20 students devoted to exploring the IT industry in Russia and the world. ru.linkedin.com/in/ivanbut

A1. I have my own ideas I want to develop in my own way and I don’t like to work in companies.
A2. By learning from others and, unfortunately, my own mistakes.
A3. It’s not about money or venture capital to start; it’s all about the idea and your faith in it.

Olga Peshekhonova, Russia

Olga has her bachelors in international management and is working towards a master in human resources management. She is a board member of J8 Club and is an organizer of Baltic Artek 2013. She is about to launch Expats’ adaptation in Russia, a program which responds to a trend in hiring foreign specialists and aims to help expats adapt to their new country.

www.facebook.com/j8club/photos_stream?ref=ts

Indre Viltrakyte, Lithuania

Indre has a masters in law and is a partner and co-founder at Robert Kalinkin Fashion House. Her vision for the brand is to develop problem-solving fashion. Upcoming innovations aim to transform old clothes into fresh, inexpensive fashion. She hopes to expand the brand and its innovations worldwide.

www.robertkalinkin.com

A1. New ideas that are not explored yet. A wish to develop something which can make a significant changes within a selected field.
A2. Learning by doing. And closely watching those who succeed. Success is very rarely accidental.
A3. No matter how good your idea is, it has to fit in the numbers. There has to be a certain and specific point when you have to start making profit, otherwise, you’re doing something wrong. This, of course, applies only to for-profit projects.

Edmundas Balčikonis, Lithuania

Eddy is currently working to launch Start Karma, an initiative which will redefine how startups are created by forming startup communities outside Silicon Valley. Previously Eddy was CMO at Goodwillion, a peer-to-peer charity auction website, co-founder of GigBasket, a job opportunity tracker, and a project manager for StartupHighway, the first startup accelerator in the Baltic countries.

http://www.eddy.lt/

A1. Fun, financial reward, seeing results, etc.
A2. Work, study, read, meet new people, sell, ask questions...
A3. Just do it.
John is the co-owner and CEO at Bloow, a company that creates awareness of drinking habits by offering breathalyzer tests at parties, bars, and events. He is also the co-owner & founder of Returntool Sweden, a phone app designed to increase customer loyalty by awarding points for repeat business. An interest in social entrepreneurship and creative problem-solving drive his interests in expanding his businesses.

www.returntool.se

A1. The unlimited amount of pain and suffering from constant failure. You have the opportunity to fail or succeed. I’d trade that for a steady income and security any time!
A2. I surround myself with people who want to do things. I have my office in the Entrepreneurial Church, I’m a part of the Balticlab. I learn from people who have done or are in the process of doing what I want to get done.
A3. Share your idea. Let people shoot it down, destroy it and test it. Don’t let it just be an idea.

Johan is a freelance copywriter who teaches text production. He is keenly aware that good ideas are often the result of working through the bad ideas first – both in life and in creative work. While studying economics he realized he was bad at math, but he also discovered an interest in business and product development. Working as a project manager at a web agency and a course manager for interaction design led him down the path to writing.

www.cargocollective.com/johanlundin

A1. I like to create things and work with my own ideas.
A2. Mostly education and starting projects.
A3. Stay calm and find the right people. And be sure to have some income during the time.

Juste is studying curating contemporary art. She writes for Spana and arterritory.com. She is also part of the cultural management collective BCC which curates informal collaborations. Together with Maija Rudovska, their three-day project Museum in the Market invited market people to create their own museum. The project acted as a catalyst for discussing the role of museums within the modern marketplace and economy. They aim to expand their idea to include additional social systems.

http://blindcarboncopy.org/index.html

A2. I am trying to reduce them, not to develop. In fact, the contemporary situation is changing so quickly that one has to adapt to the new circumstances. Therefore my goal is to be flexible, rather than to become “an entrepreneur”.
A3. There is no way out, unless you live in Walden Forests.
Gregory Selsky, Russia
Gregory is a member of LES, an art group looking for open spaces in which artists can realize their projects. He is also the director and co-owner of GOVNO Gallery of Contemporary Art, and is interested in new media. Together with Evgeniy Zentsov he aims to create a cultural centre on the site of the water tower in Otradnoe, including exhibition and educational programs. www.rrrtem.ru
A1. Learn how to make money.
A2. Participating in various seminars on the subject, and absorbing their experiences.

Giedre Stabingyte, Lithuania
Giedre has more than 9 years of branding experience and is a co-owner and brand developer at BLACK SWAN BRANDS, a branding bureau. She aims to launch a magazine promoting new ideas, entrepreneurship, creativity and culture, and social responsibility in the Nordic and Baltic countries. Such a magazine will personalize the identity building work within the region as promoted through the strategic plans of governmental organizations. http://vimeo.com/blackswanbrands
A2. Stepping outside comfort zone.
A3. A team is important. Growth oriented structure.

Katarzyna Majchrowska, Poland
Katarzyna is a graphic designer at BOROS Communication and has an MFA in graphic arts. She is particularly concerned about the world’s condition and is determined to take part in improving it. To this end she engages in social design projects. She aims to specialize in information design and help institutions working for social change to develop powerful means of communicating. www.kamajchrowska.wordpress.com
A1. I believe we are born humans not to take the world as it is, but to think and create. I have my own ideas about how the world should be and I strongly believe that the blend of passion and action can make the global change. I would like to engage myself to those principles, rather than follow somebody else’s orders.
A2. I’m always trying to meet people, who can inspire me and bring new ideas and views.
A3. I follow the motto: “Where there is a will, there is a way”. I understood that passion and determination will lead to success, as long as they are supported with hard work.

Artem Zaytsev, Russia
Artem is a designer and photographer who has had his work featured in numerous exhibitions and publications. He and Alexander Chijov envision improving how people use public spaces in Kaliningrad, including encouraging respect for pedestrian spaces, developing bicycle routes, and revitalizing the forgotten spaces under bridges. www.rrrtem.ru
Karolina Kot, Poland

Karolina is a freelance graphic designer and illustrator who collaborates with many cultural institutions, foundations, and companies. She is particularly interested in how infographics can convey information quickly and memorably without the need for lengthy reports. She hopes to launch an information web service which delivers important world news only by infographics.

www.karolinakot.com

A1. The ambition to make something good, very useful, beautiful and interesting for people; desire to work for something more than money and prestige; the passion for graphic design; the dream to create my own project.
A2. From trainings, books, internet, meeting people; taking part in different social activities, from my work as a designer; from everyday life and everyday inspirations.
A3. I got the biggest entrepreneurial/idea development lesson from the period when I was working in advertising agencies, although now I work by myself and am planning to set up my own business. This period gave me a great opportunity to work on the biggest campaign and learn how advertising influences brand development; how to reach to specific groups of people and how to communicate to be noticed.

Justina Muliulytė, Lithuania

Justina is the co-founder of PUPA, an urban strategies and public space design firm. Her masters thesis explored the future of large-scale housing estates in post socialist cities, and a recent conference presentation focused on connecting the Baltics by promoting a common urban identity. She is particularly interested in the driving forces of growth and active life in cities.

www.pupa.eu

A1. Self-motivation; I have many ideas and plans that have to be done, therefore I have to initiate them myself or with my team; to do it yourself is more fun; while you control the process yourself the result is always better and more satisfying.
A2. Asking for advise; learning by doing.
A3. Believe in yourself and others will start believing in you; just start doing; learning while doing.

Maciej Szymaszek, Poland

Maciej is a PhD candidate in Art History. He hopes to launch a database collecting, analyzing and presenting information and photographs of late antique textiles in Baltic Sea countries. Such a project would bring students and scholars from the region together and remove current location and language barriers for study.

www.deca.edu.pl

A1. What drives me in my entrepreneurial work is my strong need to decide about myself and shape my future according to my dreams
A2. I was interested in enterprise from an early age and I have trained myself in seeing opportunities, where others see only problems. Today I like to build my network and listen to stories of people experienced in business
A3. If you support people without asking for something in return, you will receive more than you could imagine.

Karolina Kot, Poland

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Kristina studies social and cultural sciences with an emphasis on politics. She has worked alongside the representatives of the integration of the city of Frankfurt (Oder)/Germany and led an international project under the authority of the special representative for international cooperation of the mayor of Frankfurt (Oder) to develop a student network among its twinned cities. In recognizing how each country has different systems for producing and using resources, she hopes to organize a forum for teenagers to share new ways of ecological thinking.

A1. Communication and developing new ideas with different people; to make something out of nothing, or to start finding other things to get involved with; to discover myself, my own organizational skills.
A2. I am an optimist and when I have an idea or a vision, I try to inspire other people. I plan and organize my every day. I never have a boring "daily routine". Regularly I set my own goals and try to achieve them.
A3. Teamwork - understanding and respect of other people; to see how you can get value from your team and good contribution out of every person on the team.

Katya Agulnik, Russia

Katya is a general manager of TanzTranzit. Trained in economics, her thesis explored culture as a resource of territorial development. She and Natalia Vishnya aim to launch BALTICDANCEFILM FORUM. Their mission is to bring filmmakers and dancers from the Baltic region together and to encouraging a vivid discussion on performance arts both on stage and on the screen. www.tanztranzit.ru

A1. I like to make people happy!
A2. 1. I try to achieve goals in everything I start doing. 2. I like to visit different festivals and learn from the experience of my colleagues in the field of dance 3. I am not afraid to be myself. I am aware of my special set of skills, strengths and weaknesses, and build on these.
A3. Realization of TanzTranzit contemporary dance Festival in Kaliningrad from year to year.

Szymon Jankowski, Poland

Szymon indulges in all of his interests: science, humanities, and arts. He studies journalism and communication. He is also a freelance webmaster, an organizer for Rodak Events, and a stilt walker for Head in the Clouds Theater. As an entrepreneur building websites, he built a small team that continues to work and evolve together. His motto: tell me, I’ll forget; show me, I’ll remember; let me do it, I’ll understand. https://www.facebook.com/glowawchmurach

A1. Ability to decide about whole project, to do something I can be personally proud of and to make my personal brand. Also I don’t like working for other people.
A2. Easiest thing to do is just to run entrepreneurial projects ;)
A3. Don’t let your client decide too much. You’re the specialist - you usually know what’s better for your client. Teach them.

Kristina Kashina, Russia

Kristina studies social and cultural sciences with an emphasis on politics. She has worked alongside the representatives of the integration of the city of Frankfurt (Oder)/Germany and led an international project under the authority of the special representative for international cooperation of the mayor of Frankfurt (Oder) to develop a student network among its twinned cities. In recognizing how each country has different systems for producing and using resources, she hopes to organize a forum for teenagers to share new ways of ecological thinking.

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A3. Teamwork - understanding and respect of other people; to see how you can get value from your team and good contribution out of every person on the team.
Maciej Ulatowski, Poland

Maciej is a business representative at Mobile Systems Research Labs @ Poznan University of Technology and financial manager at PMI Poland Chapter, Poznan Branch. A self-described 'project freak', he likes creating user-friendly integrated hardware and software solutions that make life easier. His list of most recent projects ideas includes: joining HVAC technologies with renewable energy and smart homes; a smart-metering solution for modern smart cities, and integrated equipment for the security industry.

www.linkedin.com/profile/view?id=16996161

A1. Inability to do nothing.
A2. Gaining experience points, running a project, after completing, running a project, in the mid-time running a project /learning both from successes and failures.
A3. Lessons take place all the time, but the most important one for me is the one I’m attending every day now - it shows me how the idea should NOT be developed.

Kinga Polynczuk, Poland

Kinga is studying media and global communication and has a background in journalism. She is a communication assistant at HELCOM where she works at the level of ideas and strategies of presentation. Her masters thesis explores the articulation of creativity within social media, including creative impulses as triggered by new technologies and how creativity might be manifested within these environments.

A1. The innate curiosity of the world and eagerness to constant self-development motivate all of my actions. Through undertaking certain activities I hope to learn about the world around me, and to improve my own set of skills. Who knows, maybe one day the two could be combined to ameliorate the reality we all live in?
A2. I have a very theoretical mindset, thus reading guide books and learning about other people’s real-life experiences are always my primary methods of learning. I have not really moved on from that phase as of yet, but secretly hope to acquire enough courage and self-confidence to do so.
A3. The most crucial thing I have learnt about entrepreneurship thus far, is that there is much more to it than I initially expected. I am a newbie to the field, so my biggest lessons are pretty obvious, I am afraid.

Łukasz Wróblewski, Poland

Łukasz is a cultural project manager for Win-Win Foundation and owns his own consulting business, Little Sparrow Event & Production. His work at Win-Win aims to create a career path for artists, entertainers, and NGO activists by building new relationships between creatives, institutions, and culture beneficiaries. www.winwin.org.pl

A1. Possibility to work with energetic and crazy people.
A2. Always try to work with people who are better than me.
A3. Every day and every person on my business path is a huge lesson.
Kristín Grímsdóttir, Sweden/Iceland

Kristín is the founder at Possunt. She is curious about both life and career fulfillment but even more how people define themselves and their values. To find some answers she quit her job, got rid of all material belongings and hopped on her bike with the mission to meet 100 random people around Europe to discover what makes them tick. 120 days, 9 countries and over 100 random people later she returned to Sweden to build up Possunt. She aims to showcase how individuals are empowered to create their own opportunities by doing what they love.

www.kristingrimsdottir.tumblr.com

A1. 1. My enthusiasm for making improvements. 2. My passion for people and belief in people’s potential. 3. Frustration over how people are acting without thinking WHY.
A2. Endless curiosity. I put myself constantly out of my comfort zone, seek new experiences, try new things, meet people and try to learn something from everyone I meet. Challenge myself and others.
A3. Just do it.

Lech Rynkevič, Lithuania

Lech studies business administration and aims to be an entrepreneur. In the past few years, he has worked at a small business in the USA, deepened his international business skills while on ERASMUS, and participated in the We are all Entrepreneurs project under the Youth in Action program. He hopes to explore possibilities in the IT, food, or leisure industries.

www.linkedin.com/pub/lech-rynkevic/57/55b/1a3

A1. I have never run entrepreneurial projects before, so I think it is a great kick-start for starting a business, personally.
A2. Studying the business management, attending seminars.
A3. Fail is a start of new success.

Martyna Poznańska, Poland

Martyna works with sound in the urban space, exploring questions such as if sound effects the behavior of people and if urban life can be changed and improved using sound. Her work includes using foreign sounds to reveal subliminal aspects of already occurring sounds, and making an acoustic map of the London Underground. She is particularly interested in interdisciplinary urbanism, including what architects, politicians, engineers, and citizens think about urban noise.

www.martynapoznanska.com

A1. Currently I don’t but I’m interested in learning about them.
A3. Right know I’m not sure.
Magdalena Czapiewska, Poland

Magdalena is a founding partner at Designlab and an assistant tutor at the Polish-Japanese Institute of Information Technology. Research and experimentation are key parts of her work when designing large spaces, furniture and objects. She is currently preparing a research project examining creativity through hardship - the solutions that arise from innovation and a lack of resources. www.designlab.com.pl

A1. Poland is a country which is developing and therefore there are many opportunities and chances for new projects to come alive. Young entrepreneurs here have a real influence over how the design scene looks like, they are helping to shape it. Apart from this, running entrepreneurial projects satisfies my personal ambitions.

A2. I take part in many competitions, conferences and constantly extend my network of partners which means that I also learn through the experience of others.

A3. It would have to be the lesson that hard work contributes to entrepreneurship. A good idea is extremely valuable, however you have to be consistent and determined to make it come through. New ideas usually are difficult to execute, therefore it’s vital to not have doubts along the way.

Maria Kozhukhova, Russia

Maria’s work combines geo-ecology and engineering safety. She hopes to develop an inclusive cooperative project for the Baltic Sea Region that spreads the importance of ecological values through creative expression. This work would teach both esthetic taste and environmental responsibility.

Martynas Marozas, Lithuania

After five years in the Netherlands as an urban designer, Martynas decided to return to Lithuania and launch Din, a platform that promotes cycling as an alternative means of transportation in Lithuanian cities. Din focuses specifically on spatial and social transformation of cities, and is working to cultivate stories, experiences, and insight by building an interdisciplinary network of cycling enthusiasts throughout Lithuania. Ultimately, Din wants to bust myths that keep Lithuanians from using their bikes as transportation. www.dindin.lt

A1. Feeling that I’m contributing to making the city worth caring about.

A2. Just by working, learning & talking.

A3. People don’t care about what you do, they’re only interested why you do it.
Maria studies industrial design and has worked in the fashion department at Harpers BAZAAR in NYC. She has also put on a creativity and entrepreneurial workshop in South Africa courtesy of the organization Start For Life. An overachiever in her youth, she stumbled upon silversmithing and ultimately started Moi UF where she designed, manufactured, and sold her own jewelry. Maria hopes to produce a line of furniture exploring the relationship between art and design.

1. I love creating, weather it is an actual object or an idea I love going from thought to action.
2. I am constantly on the lookout for new challenges and projects that help me grow and evolve as a human being, artist and entrepreneur.
3. That getting lost is not a bad thing. Most often it leads you in a new direction and forces you to grow in unexpected ways. Keep your mind open and you will not be disappointed.

Maija is a contemporary art curator. She completed the Paths Crossing residency at the Baltic Art Centre in Visby, Sweden. Together with curator Juste Kostikovaite, their three-day project Museum in the Market invited market people to create their own museum. The project acted as a catalyst for discussing the role of museums within the modern marketplace and economy. They aim to expand their idea to include additional social systems.

1. I haven’t run entrepreneurial projects so far, this is the first attempt therefore I can’t really answer this question. For my project for Balticlab I see it as a chance to experiment, to combine completely different fields and approaches - pure art with social entrepreneurial approach which could work out very well for the particular context and conditions in Riga.
2. By participating in various projects that provide not only the creativity and new approaches but also the possibility to merge different spheres and disciplines, the projects I’m mostly involved in are related to art and culture, but they always contain some level or potential of entrepreneurship which would be interesting to develop.

Maria is pursuing her PhD in sociology and is the co-founder and curator of the Creative Association of Curators TOK. TOK has three main ongoing projects that include artists and designers from the Baltic Sea Region. ‘Critical Mass’ is a large-scale project of public art; ‘Design Platform’ is a socially integrated design project; ‘Nordic Art Today’ brings together artists and curators from Russia and the Nordic countries.

1. It may sound too phony but I really find it important to do things that are valuable for the society and its development towards better living.
2. I learn from my colleagues, from my mistakes and my experience
3. Don’t be scared to think big!

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Rapolas Vosylius, Lithuania

Rapolas is a graphic designer who runs his own design studio and clothing brand, Labadiena. The brand’s ideology is based on positive Lithuanian values. It wants young people to be proud of their cultural surroundings, and targets young innovators who want to express themselves politely. Rapolas hopes to expand the brand internationally. http://rapolrapol.com/

Mattias Kroon, Sweden

Mattias studies technical nanoscience and is the CEA and founder of Cook ‘n Smile Food Communication, a company that communicates sustainable food consumption. He has also worked with KliMAT-Guiden, a smartphone app that allows users to create their own green grocery bag. He is passionate about creativity and social development, and is curious about how to create solutions that will enable us to live a good, happy life in the future.

www.linkedin.com/pub/mattias-kroon/32/7b1/b38
A1. I want to see things happen. Life is more fun when moving forward!
A2. Meet people!

Mikhail Vink, Russia

Mikhail studies computer security and is exploring cloud-computing security issues. He participates in Game|Changers, a program for ad-hoc education and research in IT business, and has organized a conference on artificial intelligence and natural languages. In typical entrepreneurial style, he has launched and closed three businesses in the past four years. Mikhail is currently practicing his entrepreneurial ways by working as a product-marketing manager at JetBrains.

http://ru.linkedin.com/in/mikhailvink
A1. The desire to make life much more interesting.
A2. Communicating with people - being a part of an ecosystem really matters.
A3. Establish a diversification of income sources.

Natalia Bursiewicz, Poland

Natalia is a PhD candidate of history and art. She prepares lectures and articles to promote the possibility for design to be affordable enough to be a part of daily life. She hopes to launch a website compiling comprehensive information on the history of design and designers from the Baltic Sea Region in order to promote cooperation between designers, clients, and industry. She would also like to be a design travel guide, showing small groups the classic as well as contemporary products of the region.

www.nbursiewicz.wix.com/aboutme
A1. A strong belief that I can make some positive changes through art and design.
A2. Through different local and international actions, workshops, conferences and talks. I am also organising various events and publishing articles.
A3. It’s impossible to get anywhere alone, without the co-operation of different specialists and enthusiasts.
Rimante studied political science and film management, and has worked on numerous film productions. She hopes to build a Video on Demand system to showcase Lithuanian short films to a Lithuanian and international audience. These films are hard to access in general, and such a platform would encourage young filmmakers to create new short films.

[www.lithuanianshorts.com](http://www.lithuanianshorts.com)

A1. Entrepreneurial projects are dynamic and related to the challenges - that’s what I like!

A2. Participating and networking at the international trainings and conferences (Berlinale Talent Campus, MAIA Workshops, POWR Baltic Stories Exchange etc.), learning from my colleagues and new partners, trying to be active in the cultural life and monitoring the market.

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Natalya Vishnya, Russia

Natalya is the event manager of TanzTranzit, an international festival of contemporary dance. She is also a dancer in the INCLUSIVE dance company since 2006. She and Katya Agulnik aim to launch BALTICDANCEFILM FORUM. Their mission is to bring filmmakers and dancers from the Baltic region together, encouraging a vivid discussion on performance arts both on stage and on the screen.

http://vimeo.com/28782394

A1. My aim is to turn a dark and dull environment into a space of opportunities for younger generations and finally get more happier and progressive nationalization.

A2. By just doing and not being afraid to make mistakes.

A3. First of all do what you really love to do and don’t reject doing it, otherwise you will lose.

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Nikolay Vyahhi, Russia

Nikolay has a master in software engineering and computer science. Interested in bioinformatics, his main project is Rosalind - a platform for learning bioinformatics through problem solving. He is also developing cool algorithms and software for genome assembly and analysis.

http://spbsu.ru/vyahhi

A1. The possibility to change the world and effect lives.

A2. Practice, pick up some books.

A3. Love your team, love your users.

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Tomasz Kretek, Poland

Tomasz is studying logistics and is a TEDxPoznan curator. He is also a product manager for redexperts.net and uczestnicy.pl, and an evangelist at eventorium.com. He participated in the HugeThing accelerator program and co-founded Sellbox. His work at uczestnicy.pl focuses on creating ecosystems for event organizers.

A1. I want to do something good on this (mostly) bad world.
A2. By learning from mine and other people’s mistakes.
A3. Engage and talk to the customers.

Piotr Partyka, Poland

Piotr is the owner and PR manager for Public Relations Agency Pracownia Szumu and has a master in journalism. He is a keen observer of Polish culture and fashion and has many years of experience working with media and creative industries. Piotr hopes to launch an internet platform and professional network where creators can inspire each other and exchange experiences. www.pracowniaszumu.pl

Kristina Cheremushkina, Russia

Kristina is an editor in the converged media: newspaper, news site, and TV. She is passionate about photography, new media, urban planning, and the opening of new spaces. She has been involved in media projects and helped launch a new creative space in Kaliningrad for young artists. Together with Alexander Firsov she hopes to create a new independent media outlet for the city that captures positive changes in the urban landscape and actively supports them. This would include building a communication platform between different groups and individuals who claim their ‘right to the city.’

Tomasz Kretek, Poland

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Viktorija Šiaulytė, Lithuania

Viktorija is trained as a curator and art historian. She seeks to merge academic research with live reaction from an audience. As the co-editor of the coming Architecture Fund publication series, she is currently developing a concept of an online magazine on architecture, design, and urban planning based on curated lectures at Architecture Fund. The magazine aims to be a sustainable platform for quality research and expand the existing discourse on urban environment in Lithuania.

http://www.lastproject.eu

A2. Just looking for the best way to achieve ideas and goals.
A3. Sometimes ideas have to be let go, sometimes pursued with even more stubbornness. Also, the best ideas have to be grown “organically”.

Zuzanna Bukala, Poland

Zuzanna studies graphic design and is the owner of Melo Design, a company which develops interactive toys for preschool children. She is also a freelance toy designer for Tigerprint. For her bachelor project she developed adventurous sound dolls that interact using RFID tags and readers. Her experience has taught her that you need more than being an inventor and having a good idea to succeed as an entrepreneur.

www.melodesign.pl

A1. There are two major things - first I love designing things, inventing new forms and technologies and second of all I love children and their world - full of play, imagination, stories, irrationalities, emotions... And I believe that if you do something that you are passionate about, you will produce something valuable for the others. I realise this is not much of an answer of an entrepreneur, but rather idealistic young designer.
A2. Just experience - my project is still a small scale so I do not deal with issues that might have a large impact. I am learning all as I go, really.
A3. That everything takes 10 times longer than you expect and it should not frustrate you.
“Participants are already following their own roads of cooperation.

By the time you’re reading this, a steady stream of changes has taken place – Balticlab changes and evolves, minute by minute. Discussions have taken place, seeking ways to make this project a lasting and sustainable process. Participants are already following their own roads of co-operation amongst themselves and their Baltic contemporaries, with regional meet-ups taking place in Vilnius, Poland and Kaliningrad. The community continues to develop and shape itself through its various forms and social media platforms.

Balticlab will also be continuing through the Balticlab Project Development Programme—a three module project development activity set throughout April - June 2013. The aim of the programme is to create a link between individuals with potential to drive change and innovation on the one hand and the policy-making and policy-enacting community (politicians, civil servants and NGO’s) engaged in Baltic Sea region territorial cooperation on the other. The participants will be provided with tools and perspectives needed to manage macro-
co-operation amongst themselves and their Baltic contemporaries.”

regional cross-border collaborations in areas related to their own interests, but with a link to the themes addressed by the European Union Strategy for the Baltic Sea Region (EUSBSR) and the South Eastern Baltic Area Modernization Partnership (SEBA) initiative. The focus will be on contemporary culture, media, entrepreneurship and innovation among others.

Balticlabbers keeping warm in Vilnius. Greetings to everyone from the Mirror Room!

Balticlab in Kaliningrad
Balticlab team from Kaliningrad sharing their experiences and ideas from the December event in Stockholm with a wider audience.

Baltic-cake-lab - With love from Warsaw
FEEL

We are all selfish.

CONNECTION

around the Ball.

Mobility

Common
FREE

not for me, good for all