



## Project Development Programme Spring 2013

*“We believe young creative minds  
can drive integration and innovation  
in the Baltic Sea Region“*

---

Balticlab is a joint partnership between the Council of the Baltic Sea States Secretariat in Stockholm and the Swedish Institute's Baltic Sea Unit based in Stockholm/Visby. The programme is a Flagship Project under Horizontal Action Neighbours of the European Union Strategy for the Baltic Sea Region (EUSBSR) and is initiated within the framework of the South Eastern Baltic Sea Area Modernization Partnership (SEBA).

---

[www.balticlab-online.eu](http://www.balticlab-online.eu)  
[facebook/balticlab](https://facebook.com/balticlab)  
[twitter/balticlab](https://twitter.com/balticlab)  
[www.cbss.org/balticlab](http://www.cbss.org/balticlab)  
[www.si.se/balticsea](http://www.si.se/balticsea)  
contact us: [balticlab@cbss.org](mailto:balticlab@cbss.org)



Balticlab brings creative minds together in the same space to explore new perspectives and sources of inspiration. The aim of the Balticlab Project Development Programme has been 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 engaged in Baltic Sea Region on the other. Throughout April-June 2013, the 19 talented participants from Lithuania, Poland, Russia and Sweden were thus provided with entrepreneurial, media and

design tools, as well as regional perspectives, needed to manage macro-regional cross-border collaborations in areas related to their personal interests, with a link to the themes addressed by political frameworks in the Baltic Sea Region.

Here we present the results of this collaboration - 4 project prototypes, which we believe hold the key to increasing the connectedness and prosperity of our region.

## “We ship the best”

### **Baltic Design Ship**

Algirdas Sabaliauskas, Ieva Skrudaite, John Heden, Katarzyna Cenian, Tomasz Kretek

The main objective of the Baltic Design Ship is to create a contemporary regional identity and increase competitiveness of the Baltic Sea Region (BSR) in the global market. We believe that innovative design is a perfect tool to both unite the region and promote it. By inviting interdisciplinary professionals to work together on board, we will create an effective BSR network of creative professionals. During the marketing campaign we will use the fruits from our initial working period - dynamic, international collaboration and cutting edge design - to promote the region.

## “From raw ideas to refined solutions”

### **Mind Mill - The Baltic Department for Innovative Ideas**

Aiuna Badmarinchinova, Agniete Preidyte, Brian W Jones, Canan Yasar, Indre Viltrakyte

We want to see the Baltic Sea Region become the most creative place for business on the continent. We will do this by addressing the core objectives of the European Union Strategy for the Baltic Sea Region (EUSBSR) - connecting the region, saving the sea and increasing prosperity - with innovative solutions developed by teams of young creative professionals. These solutions will be developed in a studio environment by a multidisciplinary team of Pan Baltic creatives during intensive project sessions at the Mill. The studio will improve business cooperation in the region and provide the young creative participants with more business confidence to accelerate their careers. The studio's projects will support EUSBSR Flagship Projects, regional businesses and build a network of the region's creative talent in the process.

## “Innovative digital dialogue”

### **Little Brother Initiative**

Ali Piltan, Dominykas Smilga, Magdalena Czapiewska, Rapolas Vosylius

Project Little Brother is a communication initiative to improve transparency and accessibility in the Baltic Sea Region, by enabling participation and dialogue through an innovative application of digital technologies. The aim is to provide a toolkit open to participants of regionally important activities, enabling them to record, publish, and contextualise those activities in order to make them accessible for the broader public.

## “Connecting Social Innovators for Good!”

### **Social Innovation Baltic**

Ilyana Demushkina, Jarek Piotrowski, Kinga Polynczuk, Kristina Kashina, Mattias Kroon

Social entrepreneurs and the organisations they form have huge innovative potential. Through international cooperation, entrepreneurs are able to mitigate social and environmental issues. Themes that could be highlighted in the Baltic Sea Region are ageing societies, non-communicable diseases, sustainable development or marine pollution. The aim of Social Innovation Baltic is to facilitate this cooperation and to assist with the creation of meaningful partnerships within a regional public funding framework. This will be done through creating a simple and usable web-based platform consisting of a database listing available funding and, at a later stage, relevant partners among the various social entrepreneur organisations of the Baltic coastal countries, as well as their individual members which would be eligible to apply. Ultimately, Social Innovation Baltic will contribute to an increased effectiveness of publicly funded regional projects.

## Lifting the Baltic

The Balticlab programme has created a strong network of regional talent who collectively have sparked four new projects. These projects provide fresh impetus on regional integration, they have also helped to create a dynamic community of interdisciplinary individuals, who hold the key to lifting the Baltic Sea Region to a more innovative and collaborative future as a whole.