

# BALTICLAB 4.0

## About Balticlub

Balticlub is an innovation and leadership programme, run in partnership by the Council of the Baltic Sea States and the Swedish Institute. The programme brings entrepreneurs and creatives together to prototype the future through joint initiatives and aims to create a community, who through collaboration and strengthened connectedness empower the region to become more innovative, creative and prosperous.

Spanning across 11 countries and with more than 300 alumni, the programme creates a strong network of talented and active change-makers, across different disciplines, who work together and collectively represent what the region wishes to see itself as: diverse, united and smart.

With participants from Norway, Sweden, Finland, Russia, Estonia, Latvia, Lithuania, Belarus, Ukraine, Poland and Germany, who also hold a connection to Brazil, Guatemala, India, Japan and the USA, Balticlub represents a region with a global reach and mindset.

Through its 7-month 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.

# #balticlab

## About 4.0

With 41 participants from Sweden, Finland, Russia, Estonia, Latvia, Lithuania, Belarus, Poland, Ukraine and Germany we embarked on a 3-module programme to explore interdisciplinary collaboration and how we can improve the societies we live in.

We began in Vilnius. During 4 days in March 2016, we met, formed 6 project groups and started working on ideas linked to regional branding, sustainable lifestyles, artistic expression in everyday life, entrepreneurship education in rural areas, nature, festivals and the concept of home in the 21st century.

The programme continued with the second module in Kiev, 9-12 June, where the project groups continued to develop their project prototypes with the help of experts in the field of prototyping, group dynamics, marketing and social media. The participants also got a chance to get to know the local cultural and entrepreneurial scene in Kiev, through networking activities and open lectures by locals.

The third and final module of Balticlab 4.0 took place in Moscow 8-11 September, where in collaboration with the Strelka Institute two public lectures were held, as well as the final presentations of the projects our 6 groups had been working on throughout the year.

This Balticlab also collaborated with new partners. For the first time German participants joined the programme through an exciting new collaboration with the Goethe Institute on creative entrepreneurship.

# 4.0 projects:

## The Nature Project

The Nature Project aims to reconnect people with nature through multi-sensory experiences. They are looking into the past and the present environments of human inhabitation, whilst developing a scalable event model to draw attention to the problem of disconnectedness, spark conversation, and inspire confidence in its participants to try and reconnect.

## Local Up

Local Up is an initiative created to encourage decentralization of culture and activities and celebrate existing social activities outside of the big cities. The first project they will realize is the Local Up Prize, which will be given to local activists from small cities and villages. Communication of the project is based on collaboration with the network organisations that are already working with local communities. The creation of a web platform to share the submitted stories is also an important part of project. The Local Up Prize is an opportunity for social activists to be rewarded and seen and gives them platform to tell their stories.

# Home

Home wants to help people feel home. Grounded in their background as movers and through artistic research, they are exploring the concept of home and the creation of feeling home when moving. Over the last half-year they have been collecting, interpreting and sharing stories that they are eager to share with you.

## New Baltics

New Baltics is a public relations project, which aims to highlight the unique character of the countries in the Baltic Sea region by using state of the art technology. Our mission is to improve the image of the region and to make it an attractive destination to visit.

## Project-370

Project-370 is an initiative by a group of forward thinking and nature-friendly people, who believe in healthier communities and a greener environment. From independent research to consulting scientists, Project-370 is collecting all available data on how to set up urban gardens, how to adapt permaculture in cities and how to encourage people in cities to grow their own food. By developing an attractive brand they will be offering seed-kits that include different products - seeds, seed-bombs and instructions and consultancy on how to grow gardens on bigger scale.

## LIT

LIT is an interactive light installation project. With a fusion of online and of-line interactions LIT provides a medium to brake social barriers and spark proactive conversations.

# 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](http://www.vimeo.com/balticlab).

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