

Baltic Change Workshop

19. May - 22 May 2014



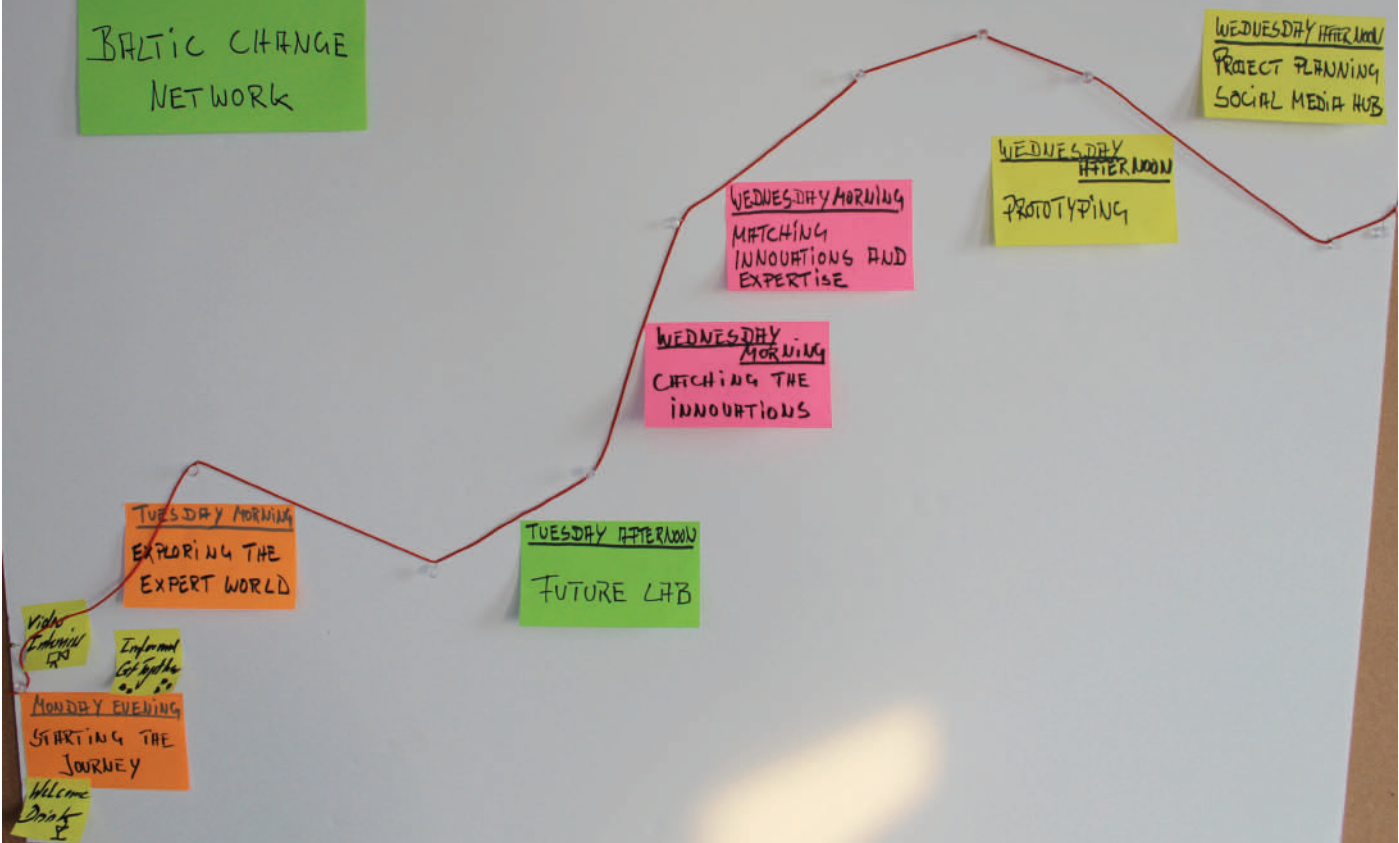
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Germany
Denmark
Germany
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Germany
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Germany
Germany
UK
Germany
Estonia
Russia
Sweden
Lithuania
Germany
Denmark
Russia
Estonia
Latvia

ROADMAP

BALTIC CHANGE NETWORK



1) Clear intention
 No industrial fishing
 Only owner-operated vessels
 5 years to achieve

Jens
 Erik
 Sören
 Cheryl

2) Structure/process
 Total bottom trawling ban in the Baltic
 Regional marketing of owner-operated catches

3) Relationship/culture
 consumer to fishermen
 + among fishermen
 children -

1) Not just putting out information but also two way communications
 Not telling / not educating
 2) One fundamental "click"
 Is to give a sense of the diversity of the Baltic.
 3) Developing campaign + long page.

4) Stakeholders/synergy
 fishermen } already here: but building markets } synergy + language.

4 contd)
 Not top down

5) Technology
 App
 Tracking & video stories
 hub function to coordinate

consumers buy by quota fish by fish - social media hook.

6) Quality
 High quality

7) Output/Impact
 Tremendous - see Jens!

8) Dynamics/motivation
 This is the game changer.

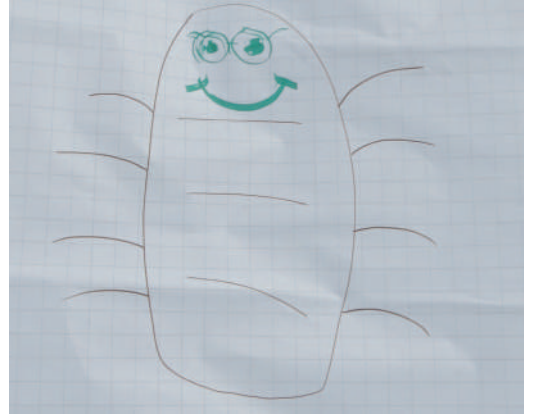
Buy back the Baltic.



Intention:
 Keep Baltic Sea as it is! Keep promised!

- 1) #
- 2) Crying plastic bottle (I'm lost! Reincarnation!)
- 3) Video: plastic tail
- 4) List of concrete things you can do
- 5) Map of videos (BS touching memories)
 What is the touching memory of the BS will be for your kids? →
- 6) Competition? Comics of the BS

OBI BENTHO NOBI



- DIRECT (REAL) EXPERIENCE
 - COMMUNICATE [SEA] FOOD
 - RESPONSIBILITY FOR MARINE RESOURCES
 - TO CREATE GREEN CONSUMERS
 - IMPROVING AVAILABILITY OF SUSTAINABLE FOOD
-
- TO BRING AND PRESENT THE WHOLE SUPPLY CHAIN [FROM FISHERMAN TO CHEFS] COUNTRY SENSITIVE \$
 - ✓ SUSTAINABLE SUPPLIERS EAR INCOME
 - ✓ EMOTIONAL EXPERIENCE FOR CONSUMERS BETTER AND SUSTAINABLE BALTIC ENVIRONMENT

What surprised you during the group work?

Is there anything missing for you?

WHICH TOOL DID YOU LIKE & WANT TO USE

What did you hear yesterday that you haven't used in your work yet?

Citizen of the Baltic sea what would attract you to the ideas?

How do you understand social hub tell know?

What mental or and inner state do you want to change for deep/real innovation?

What new approach of working with community did you notice?

5 years down the road what was the innovative impact at the beginning?

What is important for you for establishing deeper + innovative relationships?

What is an innovative way of establishing relationships?

WHICH IDEA DID YOU LIKE MOST YESTERDAY?

What is guarantee fun in the work for you?

What was a 'game changer' for you?

Can you think of a target group that has not been considered

DID YOU DISCOVER A NEW AND IMPORTANT TARGET GROUP

Stake holder, which innovation from yesterday is relevant to you?

What is for you an innovative way of communication?

Which way of project structure would be a success for you?

WHICH IDEA WOULD CATCH YOUR FRIENDS' ATTENTION?

What criteria are important for you for an innovation?

FUN + YOUNG

Cross-cultural

Structure

FROM SMALL TO BIG

Relationship


ICON

Guaranteed Fun: Young people

FUN IS NOT GUARANTEED UNLESS IT COMES FROM YOU

Bringing in ideas guarantees fun

to inspire people

MORE FUN 

Time and working together
People satisfied feedback (guaranteed fund)

do not be too critical

But structure: National team International flexibility

CONNECTING COUNTRIES

Crosscultural experience

TRYING TO GET EVERYONE INVOLVED

SURPRISE: easy to work with others

Intersectional Cross Interests

Different workshop groups

International team consisting of national groups

OWN PERSPECTIVES

Structure easy? Undersustainable

Understanding the team: easy to use undustainable why and how

Something easy, so that they want to join

Project structure easy to understand to be involved

A structure enabling communication

it should be clear the object of the project makes a change

Simpler: A structure that already reflects the goals of project effective

No game changes necessary

Perspective: coming from the very small

HIGHEST IMPACT: USING OBI BENTO NOBI, WE NEED TO START WITH SMALL THINGS

GOING FROM SMALLEST TO BIGGER (OBI BENTO NOBI)

I BUY A FISH I NEED BUY BACK THE BALTIC SEA

deep relationships: trust shared perspective

people from outside willing to be involved (buying)

play bonding for good relationship

Kind of social community with new ways

truly believe relying

OBI as the icon for the Baltic fishermen

Like that idea: OBI!

BENTO NOBI FUNNY & CLEVER I WILL SHARE IT

using OBI prototype [insert] From small impact to bigger impact

BENTOS OBI

SURPRISE Perspectives

HEALTHY PEOPLE City - Innovation: - Excitement

real perspectives: that no many years later project is not only information

I LIKED ALL IDEAS

Post would work

- ALL OF THEM - DIFFERENT ANGLES OF things, different perspectives

Quite a lot of social media things were new

Surprise? open discussion

Lot of things

Tools

Story Telling

Social media tools

What did make you feel engaged? development of social identity

The map + attractive messages

- that it brings benefits for me

BASE CAMP AS A TOOL FOR PROJECT MANAGEMENT BEST PRACTICE KISS

BUY BACK BALTIC SEA

USING LEAN START-UP METHOD FOR BUILDING THE HUBS

Innovative way of enabling collaboration: expanding ways of which doing things

Games (innovative communication)

Innovation should have impacts to many people

platform to connect with your friends + more

INNOVATIVE communication? -> different people different ideas

Social media as a tool

THE SOCIAL HUB AS SUCH IS A CHALLENGE

Videos

Community Target Group

Co-Working

What's missing

New approach of working with community: asking, but it's a good thing

New approach of working with community: working with people on what's not working alone

Approaching well organized Fishermen committees food-festival

WHICH COMMUNITY?

Ending bottom trawling industrial fishing

Good involvement in social media

Stone holders farmers (target group missing)

Getting to know each other + respect each other

Difficult ideas of working together

ENDING BOTTOM TRAWLING industrial fishing

Good involvement in social media

Stone holders

farmers (target group missing)

A SISTER IDEA TO ENDING INDUSTRIAL FISHING SOMETHING ABOUT NUTRIENTS/ECOSYSTEMATICITY

MISSING: we need to make a prototype

REAL CHANGE

LANGUAGE

PLANNING CARPARK GOALS: BACK WINS - REDDIT WINS - LONGEST GOAL

Alia

- positive + helpful attitudes
- productive + constructive
- gentle in expressing things
- ~~has~~ experience what works and what not

CONSTRUCTIVE FEEDBACK FROM USERS
ANALYTIC SKILLS

Jon

- quiet and efficient
- big knowledge
- great to talk with
- seems younger: open, kind, good English
- cool

organizing

Jens

- good in details
- forwarding change
- you describe / complexity simple

I can steer this

Rita

- intelligent + experienced
- easy to contact
- full of ideas
- wide branches of topics you bring in
- fast thinker
- building bridges among people + projects
- wonderful smile

- Communication tools and methods
- Creativity
- Structural thinking

Cheryl

- super engaged
- intelligent, smart
- great talking you
- super open
- open to the unknown
- you use your own spirit

- management
- leadership
- popular communication
- turning complex ideas into accessible, communi-

Jos S

- full of positive energy
- so helpful
- strategic thinking
- very kind - great to work with
- super experienced and supportive
- turning complex ideas in a simple way

Non-social media knowledge + aspects
New perspectives
Scientific background
Network

Peter

- out of the box way of thinking
- super colleague
- let's inquiry in mind
- ready for the spot light
- always a clear message
- great humor
- generous communication styles /
- get very quick entrance to people

Enabling others

A nose for what's going to work/not work

story-telling

Eric

- I feel so close to him
- big knowledge
- confident
- have resources in him
- bringing resources together
- you are a leader
- wise
- source of power
- passionate
- humble

ANALYTIC SKILLS
SYNTHETIC SKILLS

Julie

- young and inspiring
- so much potential of leadership, organizing
- very confident & not confident
- comfortable with people
- open minded with great ideas
- inspiring
- focused + practical

project - experience with children/young people

Daniel

- transform ^{your best people} complex in art picture
- to bring the ideas of people into a big picture
- a great journalist - skills in storytelling
- you bring clarity
- amazingly smart and mind map thing
- interesting person
- spirit of a positive & curious
- great drive with project

- STRATEGY DESIGN
- JOURNALIST
- CO-CREATIVE CULTURE

Tatjana

- international fit in
- open communication
- unafraid to speak as a first person

Hilma

- logical mind
- quick
- sees what order has to be brought
- future + past perspective
- it is fun with you
- own personality

Filmmaker / Storyteller

Olya

- open minded
- experienced
- a realist and always problem solver
- successful in different areas
- cultural translate
- Russian represent

Information Campaigner (Baltic Sea health)

public participation promoter (local development)

Sabine

- open minded
- great ideas / fresh
- positive thinking
- fresh look on work
- you are young
- you bring fun in the work

Organiser

Uris

- thinking outside the box
- seeing the story behind
- see things from a unuseful perspective
- sharing / walk the talk!

How to survive in the work

Hennig

- you bring a cool idea
- you bring complex aspects to a basic
- it is easy to work with you
- open minded!

Geographer
Make some films (experience with media)

Nerylieth **MEILIS**

- huge knowledge
- special perspective to bring new ideas up
- easy to communicate in coffee
- Door opener to Eskimo
- fresh, but wise
- exercise teacher

BALTIC SEA COMPETENCE
BIOLOGY

Sisten

- closely observer + listener
- sharp minded
- good humor
- huge experience in team building
- very constructive + realistic as an artist
- great sense of humor

experience in personal communication (concept presentation)

Tiina **TEIN**

- brave + honest
- constructive + productive input
- brings things to the basic back
- good experience in communication

MARKETING
CONSTRUCTING MESSAGES
TRADITIONAL MEDIA

Nathilda

- positive and great compliments to people
- deep + reliable
- wonderful delivery
- respectful with humor

Manager / producer

Naika

- positive
- open to learn new things
- as a young person I can learn from your social media style
- open minded
- productive
- brave
- good person

Creativity
Freshness

Buy back the Baltic with
Obi Benthos Nobis as a mascot

PERSONAL EXPERIENCE THAT PEOPLE CAN CONNECT TO THE PROJECT

Bringing the Baltic to the people

A clever & easy message that people instantly gets

DEFINING BALTIC IDENTITY VIA ENVIRONMENTAL ISSUE & ACTION

FIRST STEP FOR THE PUBLIC: A FOOD FESTIVAL/DAY

CLEAR WATER (EUTROPHICATION)

m (baltic change)

Community building → CONCEPT

EUTROPHICATION - everyone can do something about it.

Elements of 5 project ideas combined in 1 prototype

CREATE A REAL EFFECT ON THE B.S. ENVIRONMENT

Green Coastal development with a special focus in each Country

Direct action with direct results
Topic: recreation zones

Lasting structural change

Buying Back quins by buying local fish

Focusing Small Scale Fisheries

1 YEAR = FOCUSED TOPIC WITH CLEAR TARGET GROUP TO GET MEASURABLE RESULTS (15)

Green consumer choice, Simple green action for N and P ↓, saving resources on individual and local level (15)

USING SOCIAL MEDIA CLEAR AND DEFINED OUTCOME (1)

A website with informations/videos & accessible through already existing social media platforms (links)

Combination of common web resource (map) with popular social media tools (FB, Tw, etc) linked with each other ← with contribution of every country of BS. (1)

SMHub - space for presenting expert view public vision opportunity to act.

Vision (as a sketch)

HOLD THE BALIC IN COMMON

HEALTHY BALIC SEA & SUSTAINABLE FISHERY

Goals

Challenges

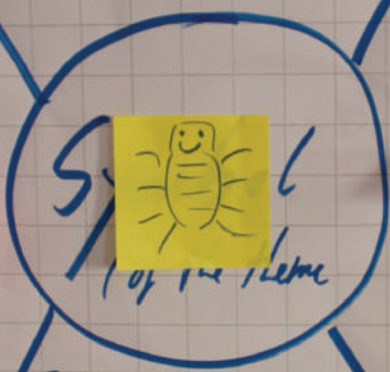
EXPLAINING LINK FROM FISHERIES TO CLEAN SEA

MAKING VISIBLE SOLUTIONS

FISHER MEN NOT INTERESSED IN MARKET

UNDERSTANDING THAT WE ARE THE HUB

multi level information system



PRACTICAL

STRATEGIC

SUPRANATIONAL

BUY BELIVER

SHORT

TOP JEDIS OF THE BALIC

COOP (BROW) FOUNDED

TRUST CORE

Resources:

WORK WITH OTHERS

AWARENESS RAISING

DON'T DO IT IF SOMEONE ELSE IS...

"HUB THEM IN"

MEDIUM

QUOTA SMALL

COOP FOUNDED

BROW BIGGER

LONG TERM

ENDING BOTTOM TRAWLING

ONLY OWNER OPERATED

WHAT TO MEASURE?

TONS OF FISH

OF SUPER MARKET POS

OF PEOPLE WITH A PROMISE

OF ORGANIZATION

OF FISHER COMMUNITY

SIZE OF QUOTA

OF EVENTS

VANITY METRIC

Competencies:

OPEN SOURCE ORIGIN

OPEN SOURCE BRAND

experts of project organizations

Risks/Weaknesses

ORGANIZATION'S DROPPING OUT

INTER-CULTURAL CONFL.

FUNDING

TIME RUNS OUT

VISION

By eating local fish (=cool)
you help your local community
and beat big companies.

GOALS
GET THEM ABOARD
GET THEM GIVING INFO

GOALS

reach by
- to be heard
by the target group

Challenges

- different languages
- fish cool?

CHALLENGE
* USE THE TECHNOLOGY & CONSERVATIVE

Symbol
ORI - Fish?
with a gun?
ORI in the dead zone!
Light safer.

FIND FISHERMEN
ORI'S

COMP.s
• CLEVER PROGRAMMING
• GOOD NETWORKING

Resources
- fisheye camera!

MESSAGE
TO KEEP THE FISH WE NEED

MESSAGE
GIVE INFO - GET MORE MONEY

Impulsions

RISKS =

Comperances

viewer interaction
ORI ARMY