



Informative leaflet from the workshop

**“What innovation and emigration/ immigration
have in common?”**

Developed within the project “Common Ground” financed by EU
Lifelong learning programme GRUNDTVIG

Latvia, 2014

Creative Sandbox workshop **„What innovation and emigration/ immigration have in common?"**

April 25 – 26, 2014

Some stories have been told that the Boeing company was saved from bankruptcy by... technical staff person (char!) that suggested a new, perspective business direction. Many experts believe that the process automatization has already reached a limit and with classical techniques further productivity can no longer be achieved.

Our ability "to go beyond the everyday frames", to get to know our internal resources and use them to develop creative solutions is a precondition for building of a life quality and strengthening individual's image, as well as to decrease social tension in society.

Objective of the workshop: using creative thinking techniques and maintaining an informal, relaxed atmosphere, to encourage partner teams to offer new solutions for the existing challenges and add value to the existing processes to maintain an appropriate level of society loyalty.

Expected results

At the end of the training module each participant will be able to:

- understand the spirit of XXI century creativity and innovation, their role in social sector;
- apply the methods of creative thinking to meet the competitive solutions in migration issues,
- form business models for social entrepreneurship,
- build a new tier labor relations through sense of collective co-creation;
- formulate competences for successful migration project team;
- formulate new solutions through cross-discipline and taking into account the challenges of the future on migration issues,
- rise up personal competence and charisma in work with multicultural society.

TRAINER: Vita Brakovska, MBA (NGO "Knowledge and Innovation Society")



- Experience in encouraging individuals for creative entrepreneurship
- Development and implementation of innovation support tools
- received grants for competitive ideas at an early stage of development
- The European Commission recognition for national competition "Cup of Ideas"
- international trainer's experience in creative thinking in Baltics, Russia and Turkey
- Certified Games Master of British Council creative thinking methodology "Future City Game"

Vita's competences are used by: State Chancellery, Ministry of Culture, Ministry of Regional Development, Latvia Civic Alliance, British Council, Ministry of Culture, Ministry of Regional Development, Centre of Contemporary Art, Nordea Bank, Lattelecom, Recycling movement, SEB bank, the Soros Foundation - Latvia, local government training centers, adult education centers, Riga Technical University, Daugavpils University, Nordea Bank, Latvian IT cluster, Lattelecom, administrations of planning regions, etc. More information is available www.brakovska.lv and www.inovacija.lv

Creative sandbox workshop

„What innovation and emigration/ immigration have in common?"

Friday, April 25 (10:00 – 13:30)

09:45 – 10:00	Arrival of partners and registration
10:00 – 10:20	Introduction – getting to know better program, participants and lecturers
10:20 – 11:00	Emigration and Immigration – One Coin Different Sides. Our internal creative resources for solving migration challenges in XXI Century <ul style="list-style-type: none">• <i>creativity concept – whatever you think, think OPPOSITE!</i>• <i>added value of migration process – what else we can do?</i>• <i>Latvian "Staircase" syndrome and "healthy ambitions"</i>• <i>competitiveness in XXI Century - „hedgehog concept"</i>• <i>applied creativity in different sectors - stories from Latvia</i>
11:00 – 11:30	Team work: „Orthodox method" – how to make people to talk about our projects
11:30 – 11:50	Coffee break
11:50 – 12:30	Support tools for immigration policy: social entrepreneurship – what can we learn from it and how we can use it? <ul style="list-style-type: none">• <i>Social entrepreneurship concept in brief</i>• <i>Pioneers of social entrepreneurship in Latvia</i>• <i>Good practice of developing social business in Latvia and abroad</i>
12:30 – 13:00	Team work: „A social business model for solving challenges in migration"

Saturday, April 26 (11:00 – 16:00)

10:50 – 11:00	Arrival of partners and registration
11:00 – 11:40	Migration as a basis for tolerance and culture diversity - creative industries in Latvia <ul style="list-style-type: none">• <i>Maslow's needs pyramide in XXI Century and paradoxal needs of customers</i>• <i>Formulation of intangible value of the process</i>• <i>„Triple Helix" concept and various thinking dimensions</i>• <i>cross-sectoral collaboration – basis for future solutions development</i>• <i>role of creative industries in diversity of service functionality</i>
11:40 – 12:10	Team work: „Crossroad method" – how to add creative value to the process
12:10 – 13:00	Effective presentation techniques in multicultural society <ul style="list-style-type: none">• <i>Technicalities on presentation skills</i>• <i>How to overcome pre-heart attack syndrome?</i>• <i>Effective presentation techniques: pitching, Kawasaki, Pecha Kucha</i>
13:00 – 13:30	Individual work: Pitching the ideas!
13:30 – 15:00	Lunch break
15:00 – 15:30	Role of me and my team in development of an idea <ul style="list-style-type: none">• <i>To whom can I trust my idea?</i>• <i>What is my "golden" team?</i>• <i>Google 20% labor rule. Concept of the intreprenuer</i>• <i>Team building platforms in Baltics: Garage 48, Birojnīca etc</i>
15:30 – 15:50	Team work: „Mosaic method" – creating a competence portfolio
15:50 – 16:00	Final quotes

Emigration and Immigration – One Coin Different Sides. Our internal creative resources for solving migration challenges in XXI Century

The story about Huutajat (Finland)

www.huutajat.org



Making a personal SWOT analysis

Strengths	Weaknesses
Foreign language skills Specific skills (what kind of skills?) Wide network	Low self-confidence Bad time management Lack of pragmatic mind
Opportunities	Threats
Open society High tech development New behaviour of society	Changes in values EU budget for culture Government priorities

Power of "3H"

Knowledge culture	Passion	Action
- thinking mind - sharing of info - ideas towards problem solving	- motivation - self-esteem - recognition of one's potential	generic skills through repetitive doing

My COMPETENCES – inspiration source!

- education
- work experience
- hobbies, lifestyle and special skills



Wooden BUGS (LV)

www.facebook.com/bug.accessories



Renard Grand Tourer (EE)

www.renardmotorcycles.com

Joy pants - Agnese Kalniņa (LV), www.priekabikses.blogspot.com



John Neeman Tools

- the company founded by carpenter Jacob
- the highest quality knives, tools and leather products
- the basic market – North America and Canada

Website: www.neemantools.com



Inga Priedīte (www.zib.lv) - Reflecting clothing



Practical creativity & intangible added value



Miera street 10, Rīga

Bottle transformation point "Buteljons"

Here the 'old' glass transforms into fresh glasses, vases, plates, lamps, candlesticks and other crystal clear accessories.



Enemies of creativity

- Fear to be different in the crowd
- Being a part of a 'stream'
- **Hierarchy**
- Seriousness
- Rely entirely on the experience
- "not my business"
- "let them run crazy"
- **Human behave as 'fleas'**



Innovation is a process, cooperation, changes, play, risk taking, effective way to welfare, knowledge transfer, „fuel" to economy, new way of thinking, life style etc.

How to involve a cow in a family business?

- Cleaning mean from cows droppings are recently produced in Latvia (средства из коровьего навоза, LETA, 18/01/2010.)
- More than 150 people bought cow droppings powder during first 2 weeks



"Hedgehog concept"(Jim Collins) - Your opportunity to be competitive in XXI Century

1. What I want to do and what I really like?
2. Do I have the ability to perform it better than others?
3. Who and what for would pay to me?

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." (Margaret Mead, American anthropologist)

Support tools for immigration policy: social entrepreneurship – what can we learn from it and how we can use it?

VIDEO "Did You Know" is licensed by Karl Fisch, Scott McLeod, and XPLANE under a Creative Commons Attribution Non-Commercial Share-Alike license.

Creativity + Innovation + XXI Century = social entrepreneurship

- **Creativity** - mental and social process, which includes the development of new business ideas
- **Innovation** – commercialization of new creative ideas
- **Social business** - a business where a balanced social and business objectives



Company's philosophical ground is **social business** – creation of social equality and respect towards each other by investing ideas, skills and big work. In **Wooly World** toys creation are involved people with special needs from **Liepaja's blind society**.

Website: www.woolyworld.lv

Dark restaurant (**Berlin**)
www.unsicht-bar-berlin.de



Cafe Olive (www.cafeolive.lv)

Social Fashion brand „MAMMU”

- Social enterprise MAMMU creates jobs for mothers who combine earning and growing child
- www.mammu.lv

MAMMU is a social business fashion company that works according to Grameen principles:

- Our **business objective is to overcome poverty**, or problems which threaten people and society; not profit maximization
- We aim for **financial and economic sustainability**; not charity
- Investors only get back their investment amount. **No dividend is given beyond investment money**
- When investment amount is paid back, company **profit stays with the company for expansion and improvement**
- Company is **environmentally conscious**
- Workforce gets **market wage with better working conditions**
- ...We do it **with joy**

As a social business we are **cause-driven** rather than profit-driven and our **aim is to create social benefits for mothers**.

Social enterprise „Otra elpa” („Second breath”)

- "Our mission is to promote social values, understanding, positive social changes, environmental conservation, as well as serve as a mediator for charity projects chosen by the community"
- www.otraelpa.lv

Social enterprise “Ziedot.lv”

- **SE formula**: mind of business person + heart of social worker
- Social entrepreneurship is **the business model of future**
- An exciting and inspiring 21st century business trend that is **now increasingly developing world**
- Every time you choose to buy a social business products or services, you get a lot more! You are telling the world that **you are socially responsible person** or organization that supports the economically active and strong society

Mano Guru (Lithuania)

- A Salad bar "My Guru" has got an award in a category of Responsible and Inclusive Entrepreneurship in 2011 European Enterprise Awards
- www.manoguru.lt



Mano Guru offered:

- Theoretical and practical **training** in one of the selected (waiter, bartender, cook, carpenter, builder or fitter) specialties
- Non-formal **education certificate**
- Free support of **psychologists, social workers**
- Assistance for **the job search**
- A new and **independent life**



Silence as a value

Website: www.elijasnams.lv



HOPP (www.hopp.lv)

Fifth wheel or support with manual steering that easily fastened to the wheelchair and thus significantly increases the flexibility and speed of movement



LUDE – “third youth” for seniors Social company in Riga

Website: www.lude.lv



JÜHÜ Ethical: www.juuhuu.cc

Migration as a basis for tolerance and culture diversity - creative industries in Latvia

Ramos alarm clock (USA)

We are a small group of young engineers located just outside of NYC with a passion for creating. The Ramos project started as a problem with waking up. After years of developing and testing, Ramos became a solution. In February 2012 we decided to share our invention to the world with the hopes of having Ramos help others and not just us and launched the Ramos on **Kickstarter**. We've been making Ramos Alarm Clocks since then!

Website: www.ramosclock.com

Business model of Ramos clock:

LED Ramos – 269\$

Nixie Ramos – 399\$

Ramos Custom – 1200\$

Spare tubes – 18\$



How much we use mobile phones?

35% of smartphone users use at least one of the non-core functions to before they wake up and get out of bed: alarm clock, MP3 player, digital camera, weather, social networks, news



Fifth taste - umami

- four flavors
- discovered by Japanese **Kikunae Ikeda** (1908)
- umami - characteristic taste of **meat broth**
- food additive **E 621** (sodium glutamate)
- **umami industry** - the world is consuming around **200 000 tn** synthetic umami every year



Achtung Baby! - www.ineseparkova.lv

Future can not be predicted, so it must be created (I.Parkova)



Cardboard helmet "Kranium"

Anirudha Surabhi (India)



Math as the tool for Design - Fractal Art

- geometrical figure, consisting of several (in principle infinitely many) parts that are similar to the whole figure as a whole. We can say that fractals possess self-similarity
- Broccoli grow by fractal similarity

Effective presentation techniques in multicultural society

"Elevator Pitch"

- 60 seconds or ~130 words
- Goal – to leave impression on listener

Topics to be covered in 60 seconds:

- Product ("sexy" title!)
- Superiority (uniqueness)
- Market size (critical mass) or target audience
- Competitors / alternatives
- Business (implementation) model

Pecha Kucha ("pechakcha" – Japanese) - *presentation technique for creative persons*

Suitable for: public events, for attraction of partners and supporters, presentation skills development

Format: 20 slides, 20 seconds each = 6min 40sec

Now in more than 110 locations globally:

www.pecha-kucha.lv (LV), www.pecha-kucha.lt (LT), www.pecha-kucha.de (DE)

www.pechakuchanight.net (FR), www.pechakucha.org/cities/cluj-napoca (RO)

www.pechakucha.org/cities/istanbul (TR)

Kawasaki 10-20-30

1. **Title** – who you are and what you do
2. **Problem** – what you plan to solve
3. **Solution** – your specific offer
4. **Business model** – how you will earn profit
5. **Uniqueness** – why you will be better than others
6. **Market size and promotion** – what is the market and how you reach it
7. **Competitors** – who are they and what they do
8. **Team** – why you will be able to reach it

9. **Finance** – how **much**/ how **long**/ what's **next**
10. **Status quo**– what is **done** so far

Technical aspects of presentations

- About 80% admit that colors increase interest in reading and participating
- 72% admit that they better remember the colorful presentation, not "those, where only black and white"
- Take another activity every 15 minutes
- Initially - image, and then - message / text
- Speaker as the "anchor" - standing on the left side
- They better follow the figures not bullet points
- Verdana is the most comfortable style for reading
- Law of 6x6 words
- Not centered titles (recommended)
- On a dark background, bright letters are easier to read than vice versa

Presenation skills

- Figures kill. Solution: rounded figures and only be used if necessary to prove
- "Magic words": I know that... I am sure that... My opinion is that...
- Invitation to act: in the beginning – NEVER, at the end – ALWAYS
- Word has a POWER: to create a STORY; to make listener SEE and HEAR, Personalized NAME; From "WE" to "I"
- How to keep interest from the audience? examples! HUMOUR is a value! questions! images! surprises!

Three questions to answer before we ask for support

- WHO is my target audience?
- WHAT do I want?
- What is their BUSINESS?

Message should be short!

- max 12 words!
- max 1 comma!
- Use short words!

Example

Target audience: IT producer "Apple"

What I want: co-funding for XXI Century keyboard

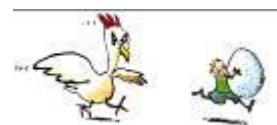
Their Business: new market niche + image of socially responsible company

The message: I am convinced that XXI Century keyboard will improve the public status of Apple as socially responsible IT producer.

Role of me and my team in development of business idea

To whom can I trust my ideas!?

- Everyone has fear!
- Do not hide your idea and do not keep to yourself!
- Ideas can be improve by listening to comments and suggestions from others
- The most safest way to protect an idea - not to talk about it?
- Just an idea has little value (<1%)



Competencies required for successful project development

- **Entrepreneurial**
- **Financial**
- Administrative
- Marketing
- Communication
- **Technological**
- **Creative industries**
- **Cross-sectoral collaboration**



"Golden structure" of the team (IAUS model)

I – *idea holder* – generator, inspirator

A – *administrator* – "bureaucrat, paper lover"

U – *entrepreneur* – "bomber" and strategy

S – *consolidator* – "shepherd of souls", "mummy"

Google innovation culture

- Google engineers as developers of ideas
- 20% of the total working time
- No-budget "grouplets"
- Often - not related to Google's core business (such as "let's buy Iceland")
- "Googletts" in "Google Labs" / Google blogs
- 20% time projects - Gmail, Google News, Google Talk, Orkut, Google Sky, Google Grant

Garage 48 (Estonia)

- Team building platform
- From idea to the IT product within 48 hours
- Home - Estonia (2010), later Northern Europe and Africa
- An average of 100 participants (30-40 ideas -> 12-15 ideas)

www.garage48.org

Contacts in Latvia: Gunārs Grundštoks, gunars@ithouse.lv

Co-working space Cafe + Office = BIROJNĪCA

- Place for business and creative people
- www.biro.lv