



Rolling Images in Business Startups 2015-2018

# Think Differently

When RIBS started in the autumn of 2015, I did not really know what to expect. For sure, I was somewhat familiar with most of the partners, as well as with some of the project leaders, but a cross-border project is a bit like swimming in the ocean—you never know what will appear from the dark waters underneath you.

Well, it turned out that there were no big, dangerous sharks in the Baltic Sea, and the results of the project were quite as we had planned them. The cooperation between both project staff and our young participants worked excellently. Our youth managed to astonish us in many ways, by working very professionally, creating cross-border networks between themselves and by being more creative than we had ever expected. And in addition, they even spoke better English than any of us adults.

In this report, we will present some of our results, but more importantly, let the youth themselves tell you what they experienced during the project. Please enjoy!





# RIBS in a nutshell

In *joint student companies*, the participants could try out business simulations, in cooperation with youth from other regions. The idea was to give them an idea of how an international company could work, starting with business plans, developing services and creating budgets.

During *international workshops*, the youth got together and worked with entrepreneurship and media in groups. We arranged five larger workshops, or camps as we also called them, with about 40 young participants each.

The international workshops were rather large events, and we felt that the youth should have opportunities to meet and work during *small-scale exchanges*, too. During these exchanges, 2–4 young participants visited a neighbouring region and took part in local workshops, visited fairs or had other types of programmes. Teachers and youth leaders could also take part in exchanges.

The *Get the deal* concept was started in Pargas and was transformed into an international competition by the end of project. Through this concept, teams of youth work with real-life business cases for a very limited time. Finally, the teams present their solutions in front of a jury and a live audience.

Our participants also made many *study visits to local companies* in order to become familiar with the daily work of an entrepreneur.

Photo by  
Sean Sigfried



Photo by  
Sean Sigfried

A side effect of RIBS was that the aspects of *international youth work* were discussed. The aim of RIBS was to create a safe environment where youth could develop themselves as individuals and as a group, and create possibilities for them to meet other youth and experience other cultures.

Since RIBS dealt a lot with film and media, we had a couple of successful *film projects*, where our participating youth made interesting films, in cooperation with the project staff. One of them even won a prestigious award at a Swedish film festival.

An important part of the project was *local entrepreneurship courses and workshops*. During the courses, our youth learned the basics of entrepreneurship, such as budgeting and marketing, but also rhetorics and self-confidence.

We also wrote recommendations for an entrepreneurship curriculum that can be used by anyone who wants to arrange courses in entrepreneurship or media.

**Teresa Blomberg**  
Project manager



# Bullied on the net and IRL

It all started in 2015, when Helen (a youth leader on Gotland) was driving Agnes home from an activity. She told Agnes about a film she just had seen, “Cyberbully”. Agnes became very interested because she had been receiving a lot of mean messages on social media. She had started DJing, and some people in her circle of friends had become jealous and had started spreading rumours about her. It all escalated, and it was a hard time for Agnes, but also for Elin, her cousin and best friend who also was bullied just because she stood up for Agnes. Together with Elara, who had also been bullied, they decided to arrange a public screening of the film with a discussion about online bullying afterwards.

The screening took place in Visby in December 2015. The girls made the programme and hosted the event. The audience was not very big —around 20 people—but they were very emotionally affected, both by the film and by the talk afterwards.

The girls were inspired and wanted to do the same thing again. With Helen’s help they put together a lecture and produced a short introductory film to start the lectures with. They held the lecture for youth leaders, at youth centres and in schools, about five or six times before they were invited to Åland.

They even won two big awards at Region Gotland’s Innovation Day, competing with many other regional organisations. They won an award for best showcase as well as for being the audience’s favourite.

“It was awesome”, Agnes says referring both to the fact that at first she did not even dare to go on stage, yet ended up lecturing on her own, and to the awards that they won. “I’ve learned to breathe while I’m talking. I would forget that before”, she says and giggles.

The girls were invited on lecture tours to Åland twice. Both times they worked with two girls from Stockholm, Sara and Ella, who, as a summer job, had produced an animation about bullying that fit well into the lecture.

In Åland, the girls lectured for many hundreds of pupils and at youth centres. Local youth worked with them, producing the tours. Together they formed a joint student company called “Bullied on the net & IRL”.

“I’ve learnt so much...”, Elara says, “how to treat people, and to see their signals even if they don’t say anything about how they feel. One can see in a person’s face how they feel. Body language. You can see it when on stage, looking at the audience.”

“A little boy came to us after the lecture and just cried”, Elin says. “We cried too. But I think that is the most important thing. That youth who are bullied hear that they are not alone.”

All in all, the girls are happy about their RIBS participation. They have made new friends for life, and they have learned to speak in front of an audience.

“They have grown from nervous little girls to competent young ladies”, Helen concludes.

*Ylva Liljeholm*  
Project leader, Gotland

Photo by  
Jesper Rajakangas



Photo by  
Anton Mattson

# Arts & environment

In the spring of 2016, RIBS had the first international workshop for youth in Nagu, Finland. One of the tasks was to come up with ideas for joint student companies that would be shared with everyone. One of the resulting ideas involved working with still photos to show the nature around the Baltic Sea region. Silje, Nadja and Sean began sharing their pictures with each other.

The participants stayed in contact with each other, and in June 2016, they formed a joint student company with the aim of producing an exhibition to be shown at Kustateljén on Gotland. Rikard was then recruited to make the music for the exhibition, and Nadja took care of all the practical arrangements on Gotland. Sean took on the role of producer.

The group decided to show three pictures from three regions and three photographers. The concept for the exhibition was that it would be small and flexible. The exhibition would have a high artistic level and reflect environmental aspects of the regions of Gotland, Saaremaa and Stockholm. The venues for the exhibition would be small official premises such as libraries or cultural institutions. The idea was to make the viewer reflect on the issues raised by Natura 2000 and the environmental challenges shared in the region.

The exhibition opened at the PLAY Film Festival in Kustateljén, Fårösund, Gotland in August 2016. Since its opening, the exhibition has also been held on Saaremaa and in Pargas.

*Fredrik Nodbladh*  
Project leader, Stockholm



Photo by  
Anton Mattson



# International workshop in Leisi

In the autumn of 2016, the second international workshop took place in Estonia, in a small place called Leisi, on the island of Saaremaa.

The main purpose of the camp was to demonstrate the inextricable link between entrepreneurship and media literacy. These days, one cannot exist without the other. There is no business area that can be successful without the use of media opportunities (advertising, information, transmissions, etc.), and on the other hand, media/audiovisual activity always includes business elements.

The camp in Leisi started with the attendees visiting local companies. The choice of which companies to visit was made based on the most unique fields of Saaremaa's economy. For example, the small boatbuilding company, Lindvart OÜ, was chosen because there is a well-known saying about Saaremaa and the islanders: "Their strength is in their ships".

The local Grand Rose SPA Hotel was picked because Kuressaare, the capital of Saaremaa is often referred to as "Spaaremaa" (Spa + Saaremaa), and the town has the largest number of spas per population in the world.

Sarapiku OÜ, a small wool factory and sheep farm, as well as the farm shop, Saksa Talupood, showed the similarities between business in the rural areas of Saaremaa and business in Gotland. Other companies that were visited included a local newspaper (Saarte Hääl), the radio station, Kadi Raadio, and a local blacksmith company (Saaremaa Sepad OÜ).

During the teamwork sessions, groups of young people visited these local companies in order to get to know their production processes, working environments, end products, marketing strategies and personnel. The company visits were filmed and published to introduce the business landscape of Saaremaa.

*Thin Arve*  
Project leader, Saaremaa





# International workshop on Åland

In May 2017, SKUNK was in charge of the fourth international workshop in Åland. All regions of RIBS were represented.

The workshop was organised as a camp. Since we in SKUNK work far out in the Åland archipelago, it was natural for us to hold the camp there. We got all the participants out on a small island called Lappo. Just getting there was an experience for the youth and leaders from the other organisations. This was a way to show how the youth in Åland live and the logistics challenges they face. For example, it took some participants from Åland almost the same amount of time to travel to Lappo as it did for participants coming from other countries.

To familiarise the group members with one another, we began the workshop with games and “get to know each other” tasks. Since there were more than 30 youth, participants were not able to meet everyone during the session, but each person got a chance to talk to at least a few new people. Accommodation was tricky due to the small size of the place, and it would have been preferable to have everyone at the same place. However, participants were grouped with others from their region and lodged in different houses around the island. All activities and meals took place at a central location, about a 10-minute walk from each accommodation. Since the weather was nice during the camp, walking from one place to another was a good way for everyone to stretch their legs.



Photo by  
Sean Sigfried



Photo by  
Sean Sigfried

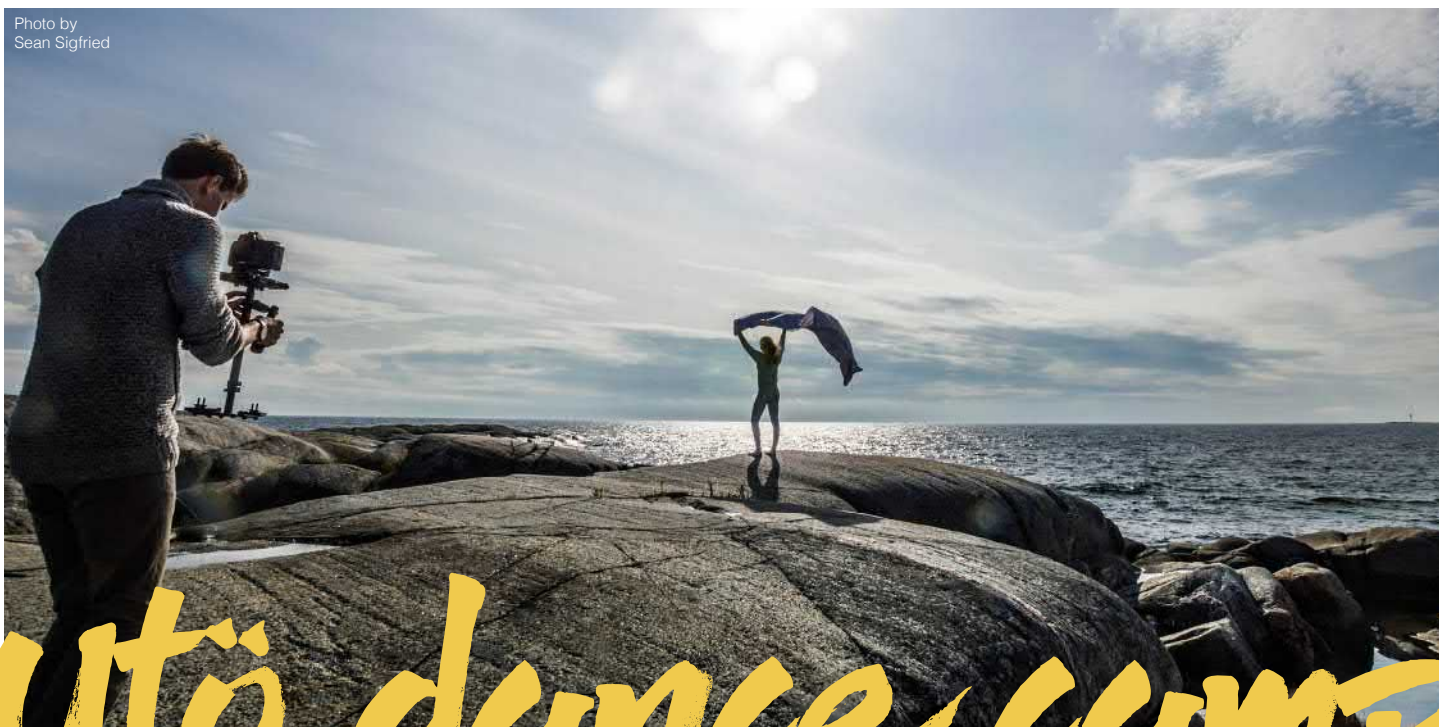
The task during the camp was to come up with new business ideas and create joint student companies, if they managed to get that far with the planning. The youth were divided into groups consisting of people from different regions. We had representatives from Ålands Näringsliv, a networking organisation for business and trading, who held sessions on how to come up with ideas and how to develop and map an idea in to a business. We also had inspirational talks from young entrepreneurs, and even Åland's Minister of Industry, Trade and Environment held a short speech via Skype. The important part of the work for the youth was to practise coming up with ideas and developing them as well as working with an international group.

On Friday evening, the youth were asked to do a short presentation about the regions they came from so that the others could learn a bit more about the other regions and organisations. On Saturday evening, the youth had the joint task of planning and arranging dinner and the evening programme. They didn't have to cook the food, but they decorated the dining hall and planned activities such as group karaoke, dance karaoke and some games. During leisure time during the camp attendees could visit a local museum, play disc golf, go to the sauna or go swimming in the sea. On Sunday, the camp wrapped up with the groups presenting their business ideas and sharing about their camp experience in a joint evaluation discussion.

*Emelie Hanström*  
Project leader, Åland



Photo by  
Sean Sigfried



# utö dance camp

In the autumn of 2017, RIBS organised a workshop on the remote island of Utö, the southernmost island in the Finnish archipelago.

During the camp a production team and a small ensemble of dancers from our partner regions wrote, produced, directed, choreographed and filmed a dance video on the stormy cliffs of Utö—all of this in just 48 hours.

The purpose of the camp was to simulate a real production in the archipelago and to show the participants the challenges and opportunities that a production company can be faced with when working within a short timeframe in rough conditions. Simple things, such as electricity and catering, which film-makers are often used to, were not to be taken

for granted in these harsh conditions, and common luxuries were replaced with safety procedures and guidelines.

In addition to the cross-border cooperation between the participating youth, the team's staff also consisted of young representatives from both the Finnish and Swedish film industries. The youth were able to acquaint themselves with the locals and gain an understanding of how life in the outer archipelago is.

The participants not only experienced a successful workshop; the rugged landscape, constant strong winds and downpour left strong impressions on the youth, some of whom had never left a big city before... let alone seen a snake.

*Oliver Bäcklund*  
Project leader, Finland



Photo by  
Anton Mattson



# Music video production

At the international camp in Leisi in 2016, Vincent, one of the participants, started talking about an idea to develop his passion for music. A few months later, Vincent and Abbe from Stockholm arranged an exchange where they produced a song together with equipment from Gurraberg Youth Centre.

Six months after the idea had sprung, RIBS helped Vincent arrange a music video production weekend. Participants with a variety of skills were invited for the weekend. The coaching was done by a professional music video producer and a dance choreographer. The production was done at a very high level, and with help from the coaches, even the participants with little experience could contribute in some way towards the end product.

In the evaluations, we could really see that the event developed the participants' skills as dancers, photographers, and producers, and their professional networks were kickstarted. The project also got some attention from the Swedish national radio, on which Abbe and Vincent were interviewed, and their song was played.

The success of this music project and exchange was due to the fact that the participants had a clear goal in mind. RIBS was able to remain in the background, facilitating when needed. It was also a great example of how professionals could coach first-timers with a result exceeding even the participants' expectations. The coaches were really good at exemplifying social interaction, problem solving, and how the job is done on site.

**Fredrik Nordbladh**  
Project leader, Stockholm



Photo by  
Oliwer Bäcklund



Photo by  
Oliwer Bäcklund







# Get the deal

Over the last three years, RIBS has arranged the entrepreneurship competition, “Get the deal”, four times: three times in Turku, Finland and once in Stockholm, Sweden.

During the competition, the participating four-person teams have gotten to work with real-life cases provided by renowned companies. The teams have had three days to solve the problem of their case and come up with a creative pitch to present to the companies and a jury on the day of the finale. During these three days the students have had the chance to meet a group of “coaches” for advisory sessions.

It has been important for us to provide the competing youth with the tools needed for professional success and thus guarantee that the competition is as realistic of a simulation of consultant work as possible. This priority can be seen in everything from accommodations to the way the companies have communicated with the youth and vice versa. We are happy to report that as a result of participating in the competition, students have gained valuable contacts of entrepreneurs, and some have even secured summer jobs.

The competition and its methods were originally developed by the Swedish-speaking upper secondary school, Pargas svenska gymnasium, in Pargas in 2013 and is therefore a great example of the aptitude of RIBS to adapt existing methods with a good potential and use its own resources to develop them further.

*Olliwer Bäcklund*  
Project leader, Finland

Photo by  
Jessica Gauffin



Photo by  
Filip Lundsten





Photo by  
Axel Mattson

# Film productions

Despite the project's broad nature and varying activities, we always come back to film and multimedia as pedagogic tools. You can find traces of film and multimedia in every single one of the many activities of RIBS, be it a marketing video for the company or as an element in an interactive exhibition.

Naturally, the youth have also produced purely film-focused projects, varying from music videos to short films, documentaries and skits, adding up to over a hundred independent productions.

Some of these productions have won highly respected awards at renowned film festivals—everywhere from Tromsø in Norway (*“Be Long”*, *Yahya Abdikadir Yamas*, *Nordic Youth Film Festival*) to Birmingham in the United Kingdom (*“Fate”*, *Anton Forsdik*, *Birmingham Film Festival*). On the next page you'll be able to get acquainted with one of these young award-winning filmmakers and learn more about his process and journey. You'll find a database with all of the RIBS film productions on our website.

**Oliver Bäcklund**  
Project leader, Finland

# A RIBS project success story “Be Long”

Almost three years ago, I came across a young man, Yahya Abdikadir, who had written a film script called “Why Me”. I was instantly intrigued by the script and by the fact that this young man from Somalia had never written a script before. We decided to produce the film within the RIBS project. Ali Quarishi from RIBS in Stockholm helped with the reading, and Séamus Deivert was contracted to assist during the shooting and post-production phases, which was possible only because of RIBS. “Be Long”, which became the new title of the film, tells the story of a refugee boy's struggle to acclimatise to his new life in Sweden while his heart is constantly with the people he had to leave behind. Material things mean nothing when your beloved ones are somewhere else.

After almost two years, the film was completed. Yahya sent it to a few festivals, and the film won at the regional Quick Pix Festival on Gotland, which meant that it qualified for Novemberfestivalen in Trollhättan—the biggest festival for young short filmmakers in Sweden. In Trollhättan, “Be Long” won the NUFF Award, which granted a spot to compete in the biggest short film festival for young filmmakers in the Nordic countries. NUFF—the Nordic Youth Film Festival—takes place in Tromsø, Norway every year.

The NUFF Award also included a ten-day workshop during the festival for Yahya and Hamze Osman, the main actor in “Be Long”.

**Ylva Liljeholm**  
Project leader, Gotland



Photo by  
Ylva Liljeholm



# International Youth work

The target group of RIBS has been youth between 12 and 18 years old in rural areas. The organisations within the project have worked in different ways, some mostly in schools and others more during leisure time. Even the international exchanges have taken place both in and outside of school. One main focus of this project has been to travel with the youth on short and long international exchanges to allow the youth to meet each other and to create networks for future collaboration. These exchanges have also provided opportunities for the youth to share their experiences and gain new joint experiences with people from other regions of Europe.

Since the project has mainly focussed on creative business, an important part of the youth work has been to encourage the youth to be creative. This means maintaining a working climate where everyone is free to “think outside the box”. During the project, this has been done in different ways; there have been trust-building games and group problem-solving challenges in a variety of settings. We have always been keen on mixing the groups so that they represent a variety of regions.



Photo by  
Sean Sigfried

Even though the youth are usually eager to meet new people, it is often a human tendency to stay with people one already knows. Therefore, particular attention has been given to creating many different activities to allow the youth to get to know participants from the different organizations. We have observed that social media has played an important role in sustaining contact. We have also reminded everyone to speak English as much as possible, not only so that there would be a

common language, but also for participants to have the possibility to practise their language skills. It has been important for the leaders to see the youth as responsible individuals who participate in the activities to learn new things in their own way. We have made it a priority to include experienced experts in organising the activities in order to provide fruitful learning experiences for all participants.

*Emelie Hamström*  
Project leader, Åland

Photo by  
Sean Sigfried



# Entrepreneurship and media courses

As has been described, our youth have worked in joint student companies, during workshops and in film productions. But the basis for all this is knowledge. Knowledge about entrepreneurship and knowledge about media. RIBS gave the participants this knowledge by arranging entrepreneurship courses and media training, sometimes in cooperation with local schools and youth centres, and sometimes in cooperation with local experts and companies.

The courses that were arranged by RIBS were divided into three types:

1. Internal entrepreneurship, which focusses on the personal skills that an entrepreneur needs,
2. External entrepreneurship, which focusses on the more theoretical and technical skills that entrepreneurs need, such as budgeting, marketing and so on, and
3. Creativity and media training, which focusses on the specific skills that an entrepreneur needs in creative businesses.

The project also included exercises where the participants could make practical use of the theoretical skills that they had learned during the theoretical courses.

The contents of the courses can certainly be combined with both business training and media training. In fact, we can even recommend that you do so, especially if you want to use creative businesses as examples of possible business models.

Finally, we created a few detailed course descriptions of actual courses that have been used by partners in the project. The descriptions can be found on the project website. This material can be used by anyone who wants to develop entrepreneurship courses in schools or at youth centres.

Since the RIBS partners worked with youth in both schools and at youth centres, the courses were made as adaptable as possible to different types of organisations. The courses and workshops were mainly designed for youth aged 15–18, but with small adaptations, they can also be used with younger age groups, as well.

*Teresa Blomberg*  
Projectmanager



Photo by  
Jesper Rajakangas



# Cooperation with local companies

We have had the great pleasure of working with big local companies and traditional organisations as well as integrating the talents and consultants from our various regions into our workshops.

A great example of this is the previously mentioned workshop on Utö in the Finnish archipelago. During the workshop, the youth got to not only learn from but also work with and get acquainted with three professionals at the top of their respective fields in their regions: Stockholm-based director, Ali Quraishi; Turku-based award-winning choreographer and entrepreneur, Karin Eklund; and Pargas-based marketer and cinematographer, Filip Lundsten.

When talking to the youth about the project and various activities in retrospect, they almost always mention, apart from friends and exiting adventures, the staff and consultants that they got to know during the project.

This is because RIBS is a project where the youth not only learn from the crème de la crème but also get to actually work with them to gain real experience in their field and develop a personal and professional relationship with the staff and consultants.

As a result of this unique mindset, every single participant has at least one important personal memory of a staff member. This is far from common as far as international entrepreneur youth programmes go, and it absolutely should not be taken for granted.



Photo by  
Sean Sigfried



Photo by  
Ali Quraishi

Some of the companies that RIBS has worked with:

*Metra OÜ*, founded in 1990 in Kuressaare, Saaremaa, is a family-owned small business. The founder, Raimond Kannik, established the company in 1990 and is still the owner and general manager. Metra OÜ has a European Union Community licence for passenger transport and has more than 10 buses. Mr Kannik has been a bus driver, guide, and mentor for us during the RIBS project.

*Raxmotors OÜ* is a company in the car painting and welding field. The owner, Ragnar Heiste, worked for years in Finland at a vehicle repair workshop, and when he returned home to Estonia, he started his own business. The company's customers are the owners of new and old expensive cars who want quality service. Most of their clients are Finnish companies. Mr Heiste said that their optimal customer is one who values quality and is ready to pay for it.

*Oliver Bäcklund & Tiin Arve*  
Project leader, Finland & Project leader, Saaremaa



# The numbers

How do you actually measure the results of a project like RIBS? The most important result may be the increased self-confidence among our youth, or the networks that they have created among themselves, or even the cross-border meetings between youth and adults.

These things cannot really be measured in numbers.

However, we did of course keep track of a lot of numbers during the last three years, and here are a few of them.

The total number of participating youth is **1597**

**112** youth have worked in

**34** joint student companies.

We have had **6** international workshops.

**36**

Small scale exchanges were organized.

We have held

**158**

local workshops and courses  
and we have worked with

**42**

schools and  
youth centers

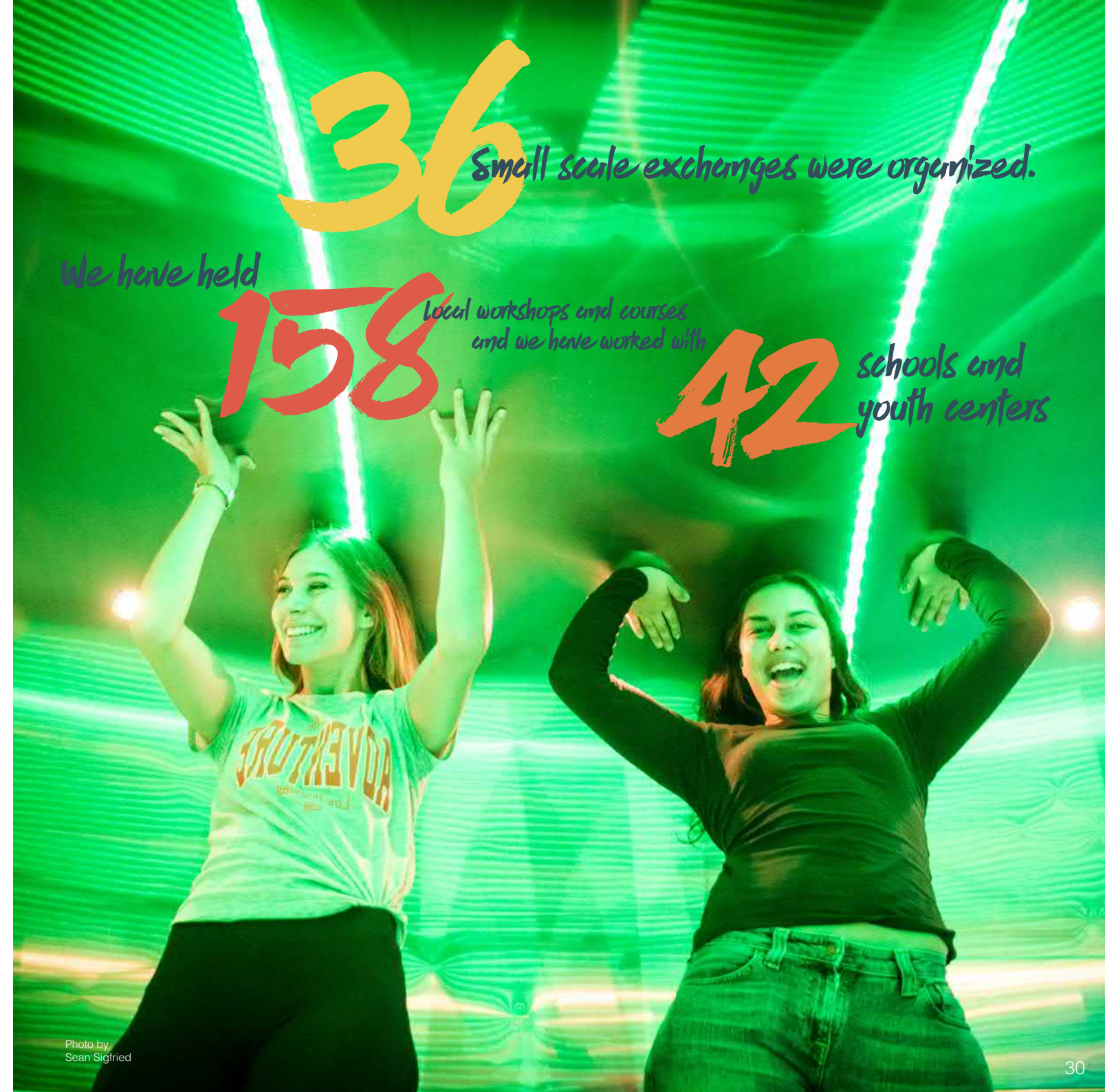


Photo by  
Sean Sigfried





We have had local project leaders in all the regions where our activities have taken place, without whom none of the RIBS events would have been possible.

So, let's hear what kind of thoughts they have about the project. Let's start by asking them about their expectations of RIBS:

*"I actually expected us to have more problems with co-operation than actually occurred. So, in that case I was positively surprised."*

*"I had great expectations for the project and all of them have been fulfilled. The impact we do on youth in our local communities is much appreciated by them and it makes my work feel really meaningful."*

Well, that sounds good. But did you learn something that you did not expect?

*"The approach to youth work is quite different in our countries."*

*"A group of different professionalities is a group that can produce many good results."*

What was the most important activity that we did in RIBS?

*"The youth exchanges. Some of my youth had never been to Finland or Estonia. Some had never gone on an airplane. Some had never slept away from home. Some have made friends for life."*

*"Get the deal and the entrepreneurship courses in our schools."*

And finally, what was the best part of RIBS?

*"To see youth from different countries cooperate with each other."*

*"International meetings both between youth and between adults."*

*"To see all the youth get new experiences and grow as persons."*

*"Meeting youth and seeing them grow."*

*"Thank you for some great memories and a project that this far has been the highlight of my career!"*

# Project leaders



**Fredrik Nordbladh**

Project leader, Stockholm



**Ulva Liljeholm**

Project leader, Gotland



**Oliver Bäcklund**

Project leader, Finland



**Emelie Hamström**

Project leader, Åland



**Mikko Rand**

Project leader, Estonia



**Triin Anva**

Project leader, Saaremaa



# Administrative staff



**Teresa Blomberg**

Project manager



**Petra Palmroos**

Financial manager



**Marii Kõrgeäär**

Project assistant, Estonia



**Andreas Holmquist Orlov**

Communication manager

# Steering group

Tomas Eklund, Chairman

City of Pargas, Finland

Johan Stedje

S:t Eriks gymnasium, Sweden

Lyan Cahuac

Ungkulturhuset Gurraberg, Sweden

Piret Pihel

Saaremaa Municipality Government, Estonia

Moa Rytterstedt

Skärgårdsungdomarnas intresseorganisation, Åland

Mia Hanström

Skärgårdsungdomarnas intresseorganisation, Åland

Julius Bengtsson

Science Park Gotland, Sweden

Lisa Hemph

Science Park Gotland, Sweden

# Rolling Images in Business Startups

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## RIBS partners:

City of Pargas, Finland (lead partner)  
[www.pargas.fi](http://www.pargas.fi)

Film Stockholm, Sweden  
[www.filmstockholm.se](http://www.filmstockholm.se)

Film on Gotland, Sweden  
[www.filmpagotland.se](http://www.filmpagotland.se)

Skärgårdsungdomarnas intresseorganisation, Åland  
[www.skunk.ax](http://www.skunk.ax)

Kinobuss NGO, Estonia  
[www.kinobuss.ee](http://www.kinobuss.ee)

Saare Development Centre, Estonia (previously Saaremaa Development Centre)  
[www.sasak.ee](http://www.sasak.ee)

Saaremaa Municipality Government, Estonia (previously Kuressaare City Government)  
[www.saaremaavald.ee](http://www.saaremaavald.ee)





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