



AN INNOVATION PROCESS IN PROGRESS

We seek to research and define the music business interfaces between the Baltic sea countries. To create a network that can create a natural flow of communication, innovation and knowledge sharing. Finding technology to support a sustainable and long lasting collaboration between musicians, music business and music organisations on the independent music market.

4 Baltic sea area music organisations + 16 artists and independent managers in a community building process.



INNOVATION COMMUNITY

Baltic artists and its sister organisations mentors participants to develop their entrepreneurship, especially in the fields of **innovation within the music industry** and also relating to the artistic discourse. This not only to educate but to give participants and the participating organisations tools to create innovations that leads to change. In the end creating change agents that paves the way for a sustainable music business.

DIGITAL KNOWLEDGE BANK & TOOLBOXES

The knowledge bank content is fitted into both a digital knowledge bank as well as toolboxes for how to produce and communicate this knowledge. These qualities are then implemented in the development process and workshop facilitation. This digital bank can be used in an "Open Value Network" where a multidisciplinary creative process can create shared economic values, both for the individual in the expanded network and as well for the growing community.

INCUBATOR

The Baltic artists development focuses on creating a community with peer to peer practice based knowledge sharing, where alumni experts, organisations and external experts together creates a shared understanding in a speculative, experimental, exploratory process. This will hopefully lead to the development of change agents that creates sustainable innovation and a bit of disruption in a system that rests upon traditional structures and top down management.



4 Baltic sea area music organisations + 16 artists and independent managers in a community network building process. Sharing common knowledge and experimenting with speculative, disruptive methods that creates change agents on a mission to re-design the music business.

THE INCUBATOR PROCESS

This scenario below was created in a workshop with the organisation and participants that defined the overarching structure of the experimental innovation process. Theory and speculative processes first then practice based, peer to peer multi disciplined projects based on the first sessions "Vision statements".

"KNOWLEDGE TRANSFERRING, PARTICIPATORY PROCESSES, EMPATHY BUILDING AND AUTONOMOUS NETWORKS IS NOWADAYS HARD VALUE, BOTH FOR ARTISTS AND FOR ORGANISATIONS."



Scenario: 1st INCUBATOR SESSIONS "The experimental speculative vision process" Rookie meet alumni experts and foresight experts"

This first sessions is peer to peer process with hands on practical lectures, creative, speculative workshops and seminars with working professionals in the music business in Poland, , Estonia, Sweden, and Ukraine. Rookies meet alumni and foresight experts.



Scenario: 2nd INCUBATOR SESSIONS " Collaboration projects"

This second sessions is all about together with peers and your mentor. This is a project based implementing of what you have the vision you created in the first sessions. Peer review and peer support in an international project aiming for self sustained artists and managers (music business people) and music business innovation.



COMMUNITY & ARTISTRY

"We seek to build from the strong foundation of these organisations and their solid community of artists and music business network and knowledge. And also to:

"Come closer to an established and accessible development platform for professional independent musicians and managers, that can follow musicians throughout their work life."

The artist participants have a wide range of formal education and informal education and the knowledge they carry changes as times go by. We would like to build a formal network of participants that can learn, but also come back as consultants, seminar leaders, organizers, mentors and in other roles relevant for the music business. In order to do that we need to create visualize a template structure for this community together with all of the stakeholders involved. It is their SHARED VISION that builds the future of our joint organisations and its members.

The mockup scenario below describes how the participants can draw support from their local organisations and that we as a collaborating facilitators can share a common understanding of the music business in the Baltic sea area. This builds a close companionship between organisations that is beneficial for our community in a way that we speak the same language and can guide our community to our local networks and resources but also on a national basis as well as an inter regional basis.



In Tallin you have access to all the expertise of **MUSIC ESTONIA**.



The Malmö crew can help you with coaching, web, video and photography, initiate and/or co-own projects.



In Poland the **Tak Brzmi Miasto** can give you access to their incubator, academy and conferences.



Music export Ukraine is an NGO that knows a lot about artist support, cross-sector collaborations, international exchange programs, educational events, along with the only one export oriented music conference and showcase MCU in Kyiv.

KNOWLEDGE BANK & TOOLBOXES

We believe the creation of the toolbox is a tangible feature that the steady network can build itself around. We have a mockup that is not defined yet, but need to create more knowledge to fill it with. The knowledge in a trend sensitive business as music is seldom constant, but needs to be gathered, mediated, evaluated and changed over time and in learning collaborative processes

This could be implemented in a **digital online resources** library containing lectures and learning material in a wide range of formats, that a wide range of people in the music business could contribute to but also educate them selves.

“In the next step we aim to ake the toolbox work to a new level, and include the work done by our new partners. Define methods and processes that the partners can agree upon to share on the knowledge platform.”

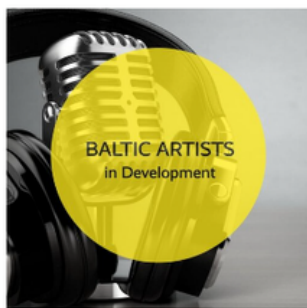
DIGITAL ONLINE RESOURCES LIBRARY

During the first stage of the Baltic artists in development we produced a wide range of learning material trelating to the music industry. This content have to be managed and distributed . One way of doing this is depicted in the mockup scenario below:



VIDEO LIBRARY

A video collection of all the lectures, seminars and indepth interviews with teachers.



PODCAST LIBRARY & RADIO, TEXT

An audio collection of all the seminars .



CONTACTS

This is a list of all the people that have been involved in the BAID process. People from all disciplines.



GUIDES

Templates, checklists and guides. Successfully manage your album release etc



KNOWLEDGE BANK USE CASE

This is how expert alumni in the network can share their knowledge to other members in the community. Our participants have a wide knowledge of many disciplines in the music business. A network can identify these expertise's and transfer it to the community. This expertise is a value for both the individual and the community and can be seen as part of an income, both for the individual but also for the community at large.

The Crowdfunding blueprint

Roman Wobłowski is a polish punkrocktor turned pianist and composer as well as a visual artists. In these two workshop videos he explains how he created his Crowdfunding campaign and the dos and don'ts that comes with the process.

Roman is a part of the Baltic artists in development network.

In this workshop:

- Plan your campaign with planning tools
- Create list of perks
- Create list of events

Part 1

Roman Wobłowski talks about his successful Crowdfunding project and its possibilities and limitations. He also gives practice based lessons on how to:

Practice based: Create concept

Plan your campaign w. planning tools

Part 2

Roman Wobłowski talks about his successful Crowdfunding project and its possibilities and limitations. He also gives three practice based lessons on how to:

Practice based: list of perks

Practice based: list of events

Crowdfunding workshops
08.06.2022
Malmö

You must be logged in to your own Google account to watch this. So open with chrome

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NETWORK IN TIMES OF CRISIS

In this day, with multiple crisis scenarios around the Baltic sea area, this network has proven to have several factors that are highly beneficial for both the organisation and for the participants from Ukraine that are in the midst of a war zone.

- Emotional support - human to human resources
- Infrastructure support for organisations and its employees
- Infrastructure support for participants
- Economical support for organisations and participants - Through each organisations national support systems

NETWORKS & INTRAMATERIAL FLOW

We seek to research and define the interfaces between the music markets with the aim to look ahead to an expansion of the network. A network that can achieve a natural flow of communication, knowledge sharing. Finding a way to use each other's knowledge expertise when coaching our musicians and managers.

Collaborating together, three organisations with both similar and different conditions, has opened our eyes for new paths to take. Our main learnings that we would like to address in a second term is. Working more closely with the structure of the network. Networks are always relationships between persons, and people on a regular basis need to get to interact and renew discussions, actions and thoughts. That means that if a person leaves the network or a new comes in it might weaken the network. We need to set the foundation in the organisations, which are the stable pillars, while musicians and managers will come and go.

Workshop and processkey findings from previous session 2020.



PROCESS INTERFACE BETWEEN EAST AND WEST

The different cultures and languages meet new challenges and new possibilities arises. We aim to research these common challenges and create a structure for a process interface between the involved countries. New, work descriptions, new policy's, new ways that can be integrated in our common structure. We discover, we learn and we map out a blueprint for the whole of the Baltic Artists organisation. A common understanding is built over time and it is a process that creates a common mindset built on human and cultural diversity.

Malmö, sessions 2021



Ukraine sessions, 2022



Krakow, sessions 2022



TAK
BRZMI
MIASTO

Till Vimeo

Tallinn, sessions 2022

December 8-10



Till Youtube

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