

# Entrepreneurship as a source of renewal of cultural services in the border area

Learnings from Startup Week - Petrozavodsk, 2019

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Kultforum



Keys to a  
working  
entrepreneurial  
environment

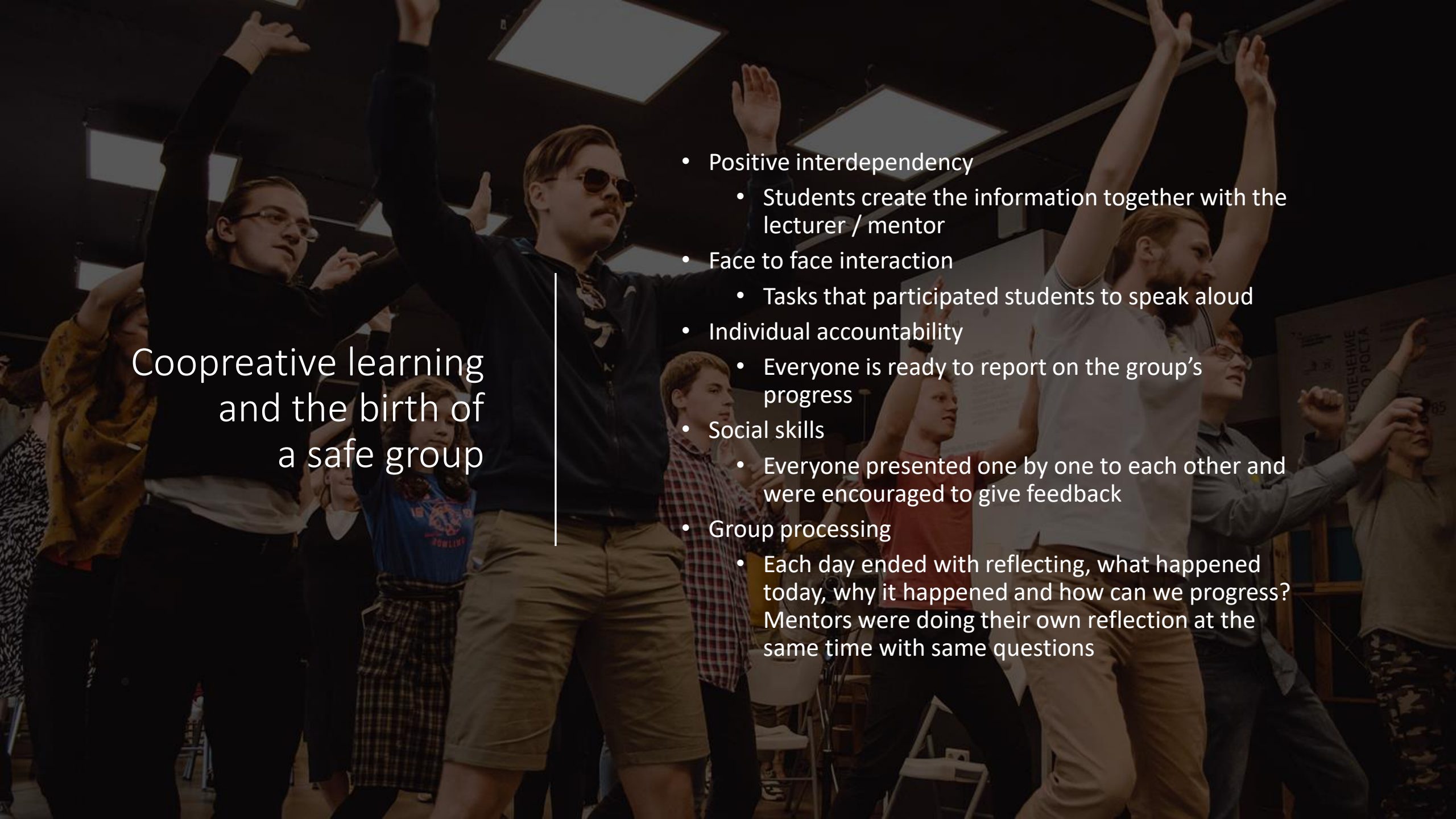
Cooperative learning & building positive  
interdependence between groups

Identification of competencies between  
professions



First mentors,  
then students  
(Startup week - Petrozavodsk, 2019)

- Making the mentors work as a group
  - Everyone on the same line
- Starting the week at Petrozavodsk
  - Dividing the groups based on students interests
  - We made the themes for the groups based on earlier interviews (travelling, health, festivals, climate..)



## Coopreative learning and the birth of a safe group

- Positive interdependency
  - Students create the information together with the lecturer / mentor
- Face to face interaction
  - Tasks that participated students to speak aloud
- Individual accountability
  - Everyone is ready to report on the group's progress
- Social skills
  - Everyone presented one by one to each other and were encouraged to give feedback
- Group processing
  - Each day ended with reflecting, what happened today, why it happened and how can we progress? Mentors were doing their own reflection at the same time with same questions

A safe group-  
Students start to  
work in a  
self directed  
manner

A story about basketball and volleyball



# Doing Business with Cultural and Business Actors: Identifying Competence

- Starting point for cooperation:
  - Identify a topic where for example, both cultural and business expertise is needed
    - Some concrete problem to be answered together
  - Identify each others competencies and how the other views the problem
    - The technical person might think about the platform
    - The graphic designer might think about the visual parts
      - Both think through their own framework
        - When the professional framework is familiar
          - People can start teaching each other
          - The challenges from both sides are understood
          - The graphic designer doesn't need to understand coding, but he needs to be able to discuss about the topic
          - Trust is born
          - *"You need to know, what you need from your colleague" (c) Silja Suntola*

Let's get to work!

Someone needs to take responsibility and bring together experts from different fields. Our experience in Petrozavodsk proved that there is a lot of potential in the cooperation of students between our countries.

Be in contact with us and let's start planning something similar and new for our students!

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Thanks for your attention!