



ABCD - Scanning Tool for CCI Internationalisation 1 & 3 March



Empowering lasting cultural exchange grounded in shared local perspectives

ARS BALTICA invites you to participate in ABCD - Scanning Tool for CCI Internationalisation.

The goal of the *ABCD - Scanning Tool for CCI Internationalisation* is to define current real needs for internationalisation within the CCI sector, to map and prioritise these needs in order to collectively find and draft possible solutions in response to the expected value expressed needs of the participants.

ABCD - Scanning Tool for CCI Internationalisation intends to gather intermediaries and cultural practitioners from the Baltic Sea region in online sessions providing space for facilitated discussion and workshop exercises in an open environment curated to create solutions and achieve synergies for and with the participating partners.

The interactive online format featuring discussions, allows to communicate and interact in an international context involving participants from various Baltic Sea region countries.



Each format consists of two sessions facilitated by Henryk Stawicki and Justyna Turek from Change Pilots (<http://changepilots.pl/>) and moderated by ARS BALTICA.



Henryk helps organisations create product and service scenarios based on design strategies. He facilitates design processes using sustainable and circular principles and brings multicultural perspective from Poland, New York, London and Ukraine, among others, as he frequently works abroad. Henryk is co-founder of Change Pilots strategic design consultancy and member of the Gdynia Design Days Advisory Board and the Service Design Polska.



Justyna is a design researcher and process facilitator. She creates experiences, systems, and workshops (projects/ processes) that allow companies, brands, organizations, and events to communicate integral value offered to their users. Her experience comes from working with product, service, and manufacturing companies, design & culture studios in Paris, Helsinki, New York, and across Poland. She frequently travels internationally gathering inspirations and knowledge on how societies and cultures change.



PROGRAMME:

- Part 1 (1 March, 1 – 5 pm) with focus on key needs, value expected, challenges, opportunities and trends.
- Part 2 (3 March, 1 – 5 pm) will help define potential practical solutions and actionable items.

All participants will receive a brief online form prior to the workshops to map the most urgent needs and participant expectations. Additional instructions will be on how participants may prepare for the sessions. Each format will be followed by a brief summary of the outcomes. Communication skills in English are required.

Please register [here](#) until 24 February.

More information: <https://bit.ly/3u0GFSB>

Learn more about the ABCD format [here](#) or watch this [video](#).