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CULTURAL CLIMATE CHANGE PITCHING COMPETITION GIVES STRENGTH FOR CULTURAL DEVELOPMENT

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Katriina Klemola (MSc Economics). Katriina is working as a senior lecturer and project manager for Oulu University of Applied Sciences. She is passionate about entrepreneurship education, digitalization and developing international networks and activities. During the years 2019-2021 she worked as a project manager in the CULTA project. Before working for OAMK, Katriina worked for the city center association of Oulu and arranged several city center events with local entrepreneurs and other organizations.

Ulla-Maija Törmälä (MScOT, Psychotherapist). Ulla-Maija has been working over 20 years as a lecturer in HEIs in different countries. For the last 8 years has been designing and enabling interdisciplinary courses to develop new innovations and businesses. She believes that education should prepare experts, who know how to have a positive impact on society. Before working as a Senior Lecturer and Project Manager at OAMK, Finland, Ulla-Maija used to work as occupational therapist and psychotherapist in mental health.

The CULTA project and the Oulu2026 project developed the Cultural Climate Change Pitching competition, which aims to encourage cultural operators in Oulu and internationally to develop ideas on how to implement cultural climate change. By participating in the pitching competition, cultural operators have learned how to present their idea to different target groups.

STARTING POINT: CULTURAL CLIMATE CHANGE

Cultural climate change was a key theme when Oulu bid for the title of European Capital of Culture for 2026. The theme has also been reflected in the pitching competitions organised by the Capital of Culture and CULTA project and has given a broad framework for the entire competition. Thirty-four innovative and feasible ideas have already entered the competition.

Cultural climate change is about reuniting people and culture, technology and art, people and nature, nature and culture, and different people and regions. The competition seeks innovative ideas on how even surprising things can be combined through culture and make our environment a better place.

BACKGROUND OF TWO IMPLEMENTATIONS

The event has been organised twice before, in 2020 and 2021. The first implementation took place in March 2020 just before the widespread spread of the COVID-19 pandemic. The pandemic already affected the arrangements at that time, but the event could still be arranged in person. In 2021, the event was organised virtually, and the selection process and finals were carried out by means of video pitching.

The EUR 2,026 prize of the 2020 pitching competition was won by a group of Finnish and Russian students who innovated art for trains. The concept combining train travel and art became part of the implementation plans of the Oulu2026 project.



The winner team of the Cultural Climate Change Pitching Competition 2020

The prize money for the 2021 pitching competition was won by the idea “Floating Stage” presented by Oulu Urban Culture. The idea immediately led to implementation, and a wide variety of performances were seen on the event platform, which is open to everyone and available free of charge during the summer of 2021.

If you missed the 2021 pitching competition, you can watch the recording afterwards here: <https://www.youtube.com/watch?v=ecCEyFNGgKM>

PITCHING TRAINING FOR PARTICIPANTS

A large number of participants have also participated in the pitching training organised by the CULTA project. The training has been organised both years with the aim of providing help in presenting an idea verbally and, depending on the final situation, either by means of images or videos or by giving tips for performing on stage.

In the winter of 2021, more than half of the finalists participated in the training, which provided concrete help for making a three-minute final pitching video.

We put together some tips here for pitching an idea:

1. Timing: there is NO reason to use more time than you are originally given.
2. Practice: you do not want to use notes when doing your pitch.
3. Tell a story: make it personal and interesting; this is something you have done. It is your story for success / making world a better place/ helping someone in need.
4. Do research: talk with people, know their needs and read especially what has been done before. Make sure you will have these as part of your pitch.
5. Tell about your product; what is it and why it is unique.
6. Tell about your users and how do you know this is THE product for them.
7. Tell about your revenue model: identify which type of revenue model you are embracing, and how you intend to apply it.
8. Be excited: show this is the best thing ever.
9. Be prepared to answer to questions: they can be whatever.
10. Before doing your pitch still practice one more time.
11. Enjoy doing it.