

Storm Warning for the Planet!

Abstract:

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Art makes economical, ecological and EGO-logical sense for change



We all want to save the planet...

 **ECOLOGY**

**But, as we all know,
money makes the world go round...**

ECONOMY

ECOLOGY

And people want to know
"What's in it for me...?!"

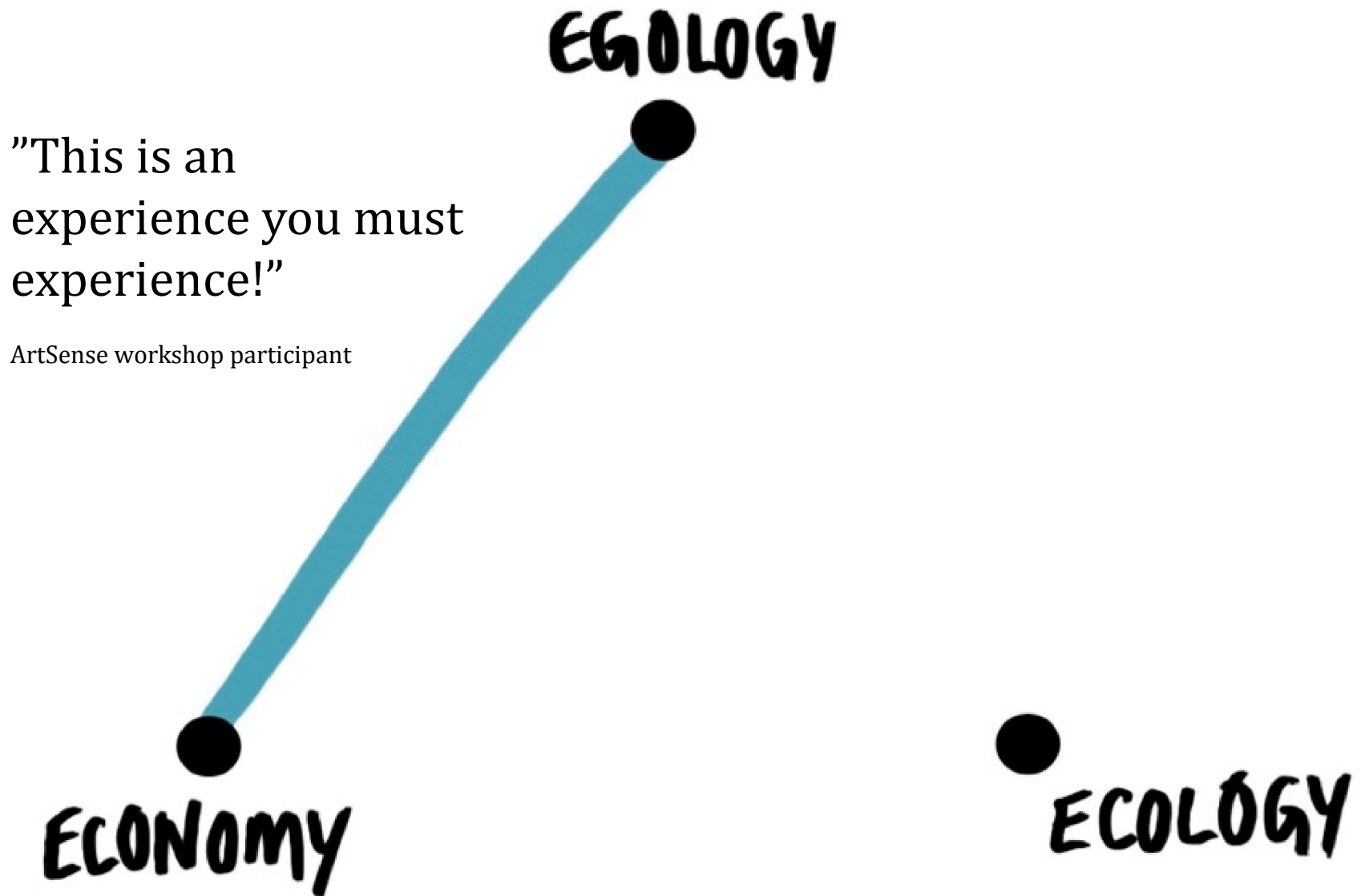
EGOLOGY



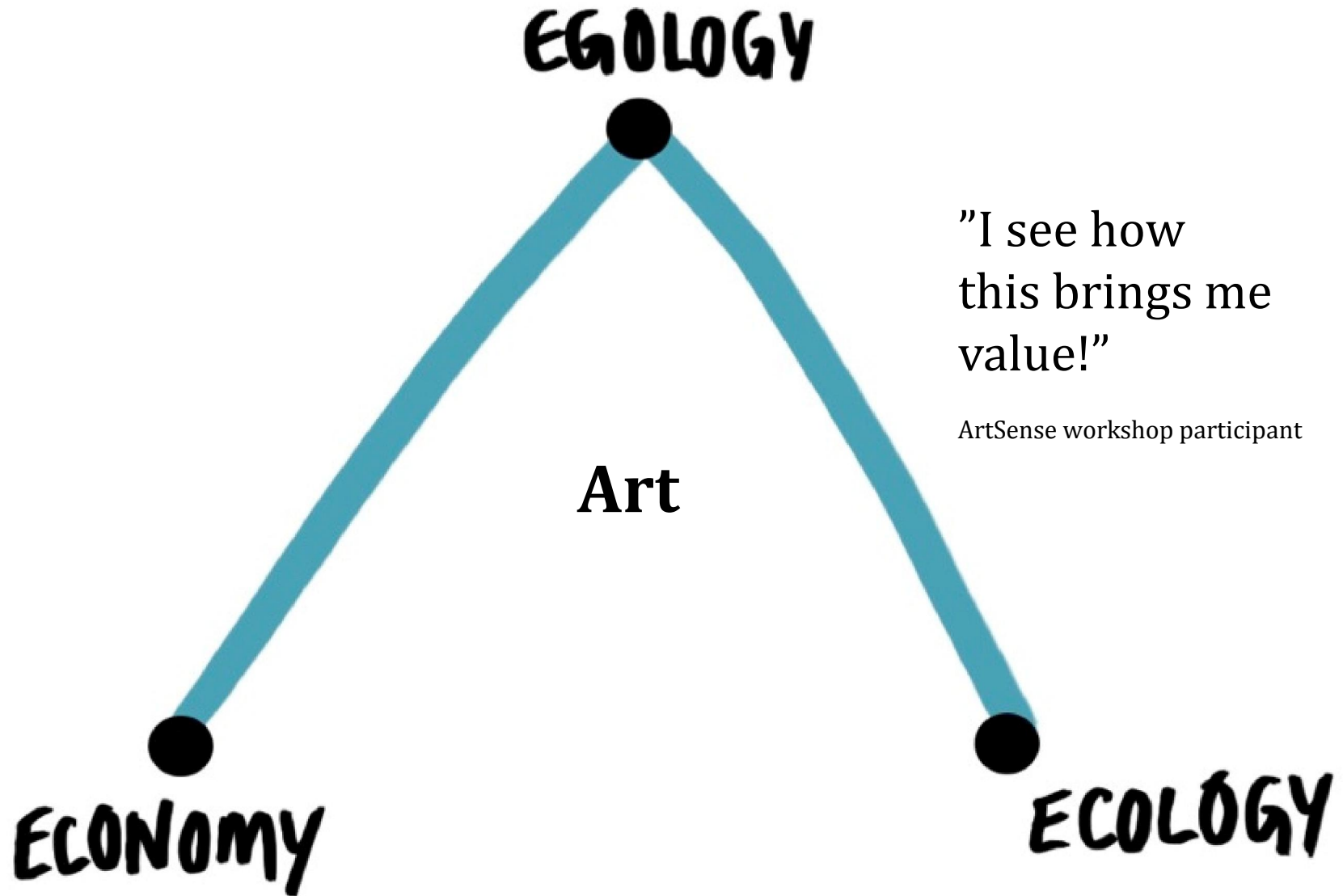
ECONOMY

ECOLOGY

How to change? By linking the economy to our EGO-logy



By bridging our EGO-logy and the ecology.





Forum Theatre application



Makes challenges visible in an organization.

Provokes discussion and wakes new ideas to solve the problem through experience.

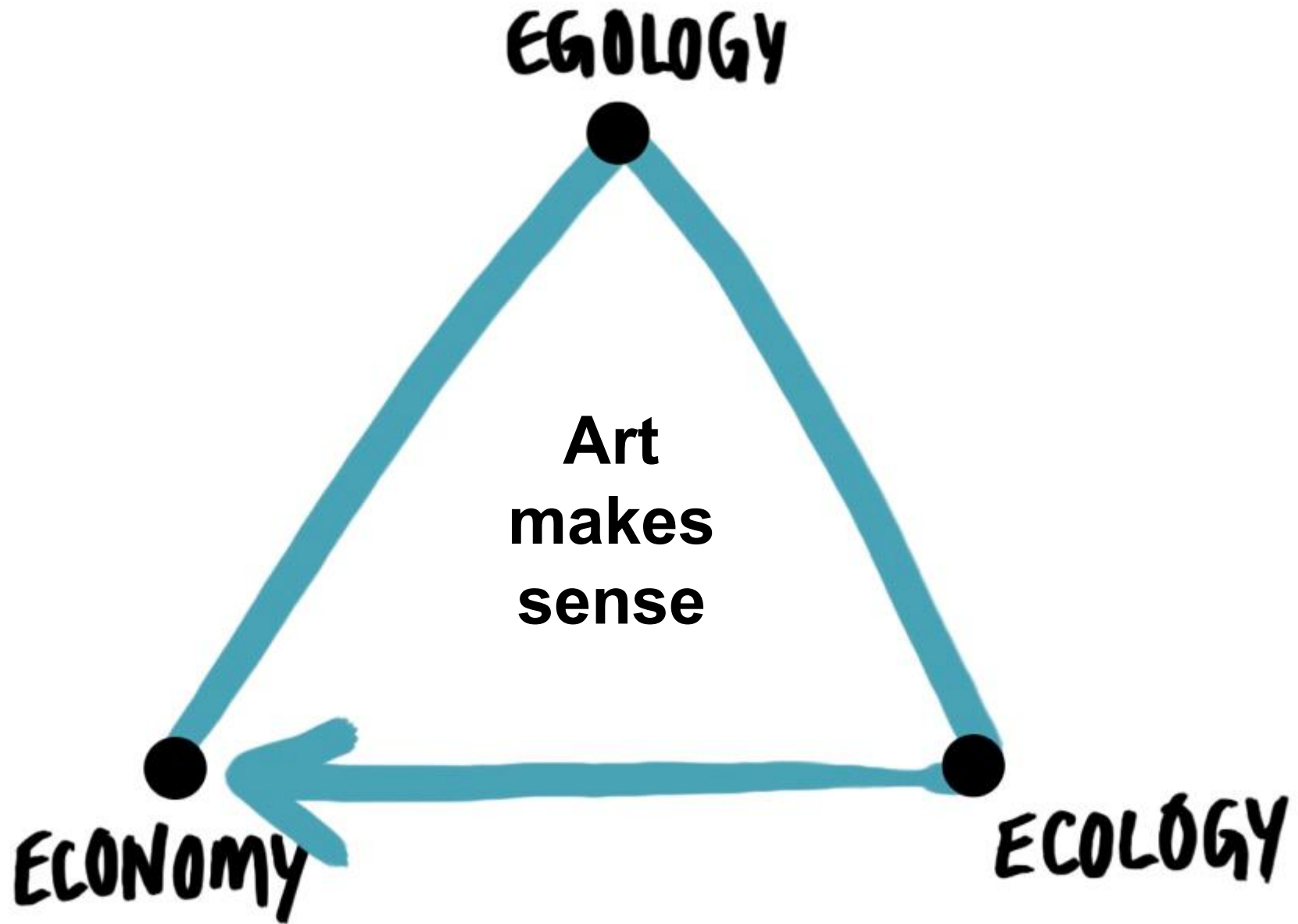
Gives practical tools for thinking, feeling and acting for change.

Results a unique, tailored concept with a meaning.

*“Art in science
and science in art.”*

— Leonardo Da Vinci

Consider it done



Case Study: Transformative change toward the best customer experience in Finland



Mehiläinen
in partnership with ArtSense



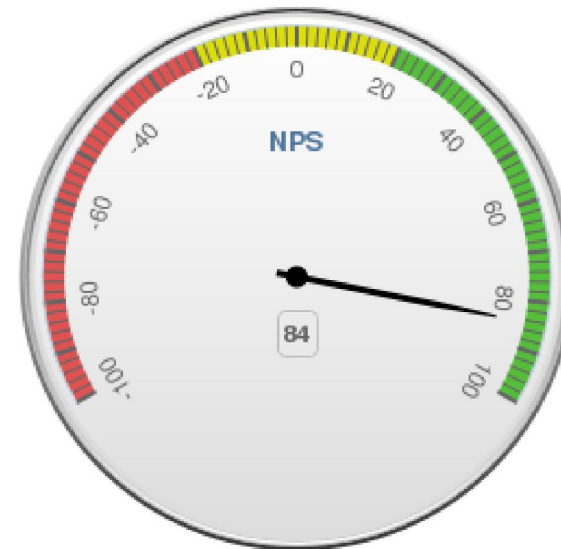
” It is not enough to have an important goal and be aware of it. The goal must be experienced and desired.”

— **Kimmo Huhtimo**
Customer Experience Director



Improving Customer Experience

- Finnish private health care provider Mehiläinen worked in partnership with ArtSense
- Achieved **best customer experience** in the Finnish private health care sector in 2014
- Went from 7th place in 2013 to 3rd place in 2014 nationally in customer experience
- Improved overall Net Promoter Score (NPS) index
- September 79.4 →
November 82.52



MEHILÄINEN

www.mehilainen.fi

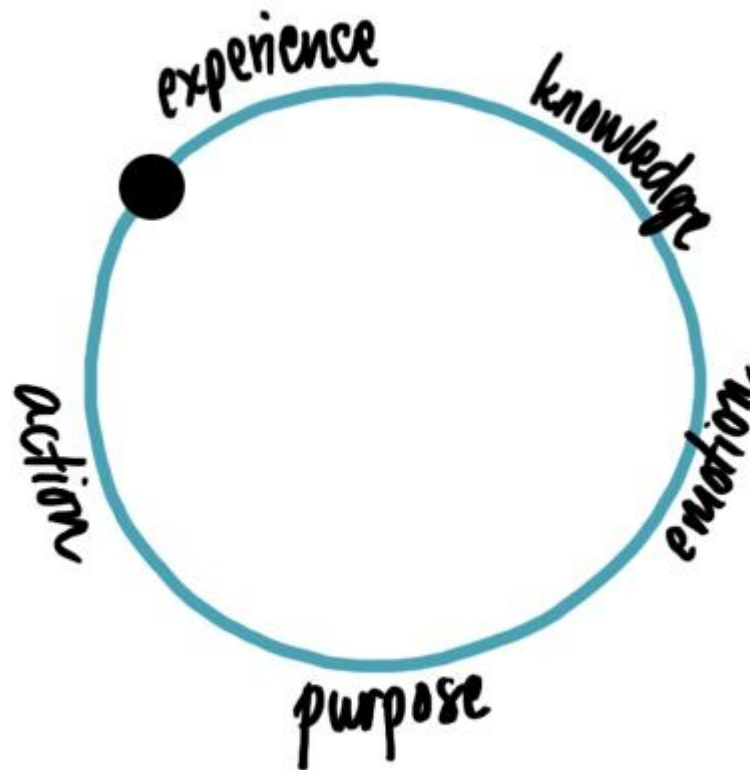
Art for Ecology

If it works for business, it works for ecobusiness

6. ... which results in a new present

5. Transformative experience ...

4. Motivation makes us move, practice and focus on the goal.



1. There is a lot of information...

2. ... that evokes feelings...or not. But feelings come and go.

3. We need to find personal meaning for the feelings. That's motivation...

Climate Theatre

Activities

- Collaborative Creation
- Interactive Forums
- Action Workshops
- Ambassador Model

Target groups

- Organization
- Government
- Citizen

Specialists

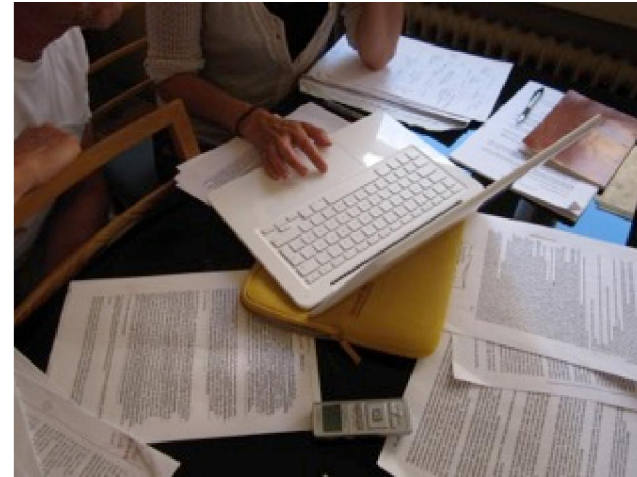
- Artists
- Researchers
- Board members
- Decision makers
- Individuals

The Climate Theatre Process

Collaborative Creation...



The Forum Script



Interactive Forum...



New ideas for action

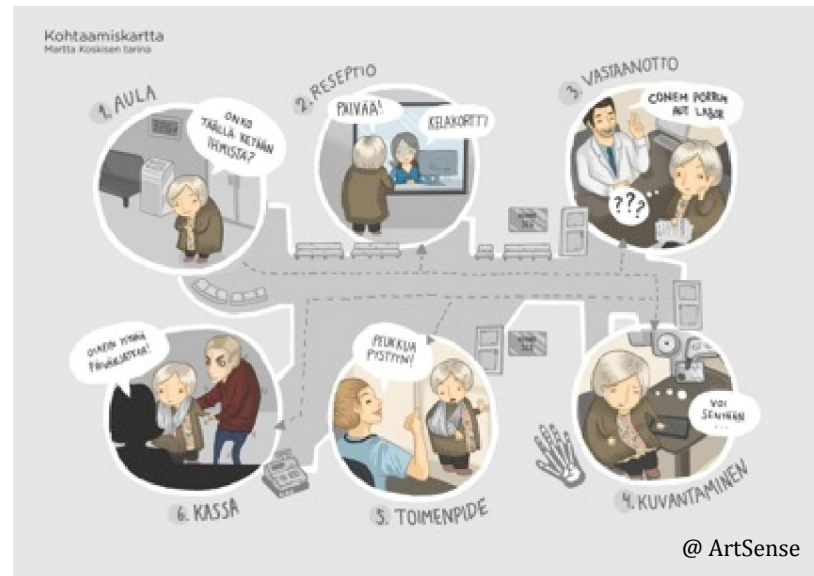


The Climate Theatre Process

Action Workshops

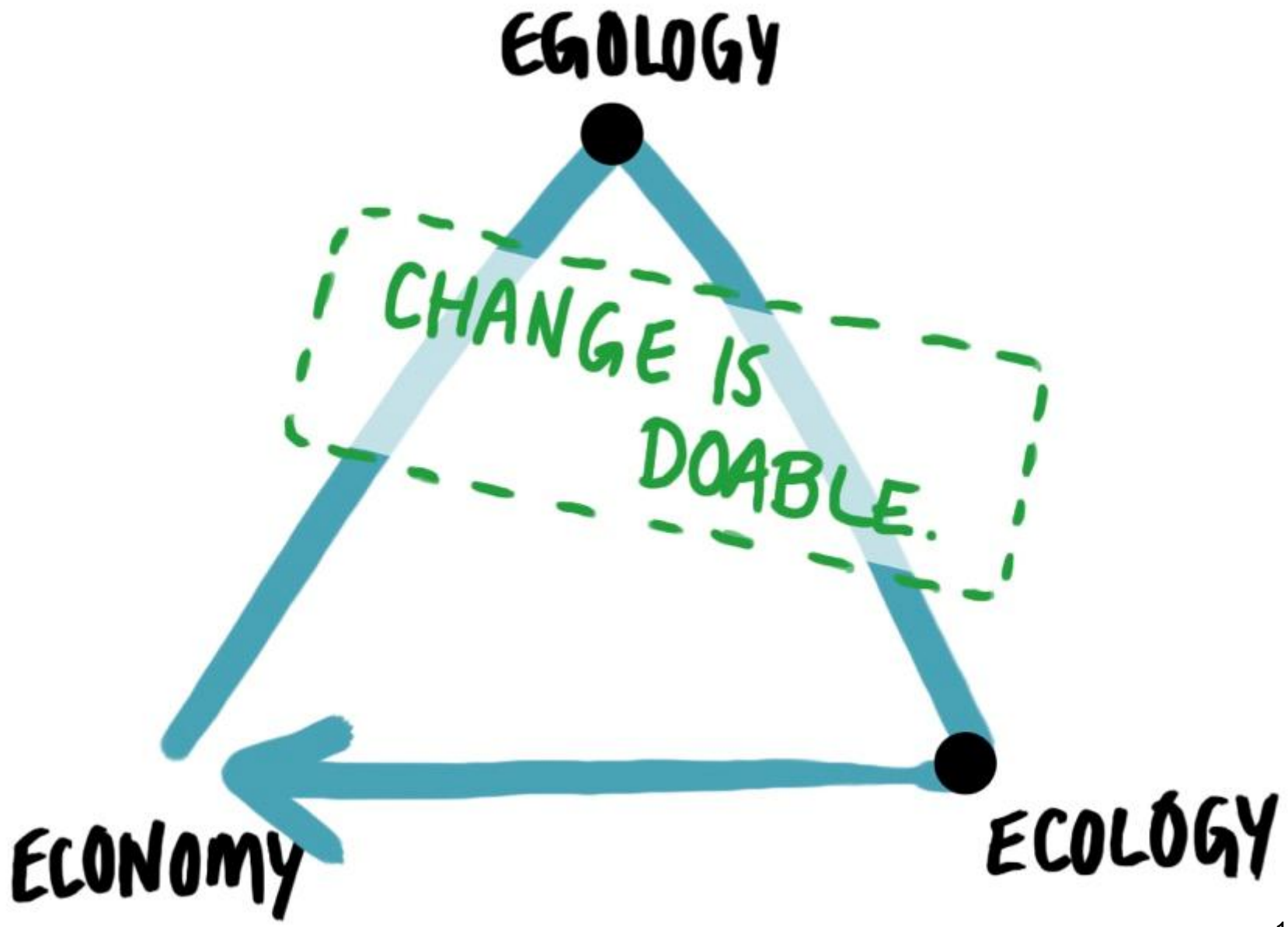


The Ambassador Model



Case Study: Mehiläinen The Ambassador Handbook

Whole process was designed and visualized in a map of actions. Ambassadors had practical tools for keeping the project alive at work and coach the company staff.



Look who's talking



Niina Nurminen,
CEO at ArtSense Ltd
www.artsense.fi



Myrskyvaroitus – Storm Warning association was registered in 2013. It's goal is to find solutions to address climate change through the arts.

www.myrskyvaroitus.fi

In partnership with Climate Leadership Council, Finland
Executive Director Jouni Keronen
www.clc.fi