

Krea Spring School – Inspirational Storytelling (3-5 ects)

Haaga-Helia University of Applied Sciences, Helsinki, Finland, 31 March - 20 May 2022

Haaga-Helia marketing and communication students' Creative Agency Krea welcomes you to take part in [Krea Spring School](#) 2022! You will work in a multicultural team to tackle a digital storytelling challenge together with a network of peers and experts from partner universities across Europe.

The Krea Spring School clients and case organizations are the small historical Town of Loviisa and Loviisa Camping, located on the south coast of Finland, some 90 kilometers from Helsinki. During the course, you will conduct target audience research and craft inspirational tourism experience stories aimed at fostering sustainable life changes and responsible tourism.

Join us if you are interested in

- creativity
- multicultural teamwork
- audience/customer/visitor experience research
- sustainability marketing
- digital storytelling
- coaching-based autonomous learning

The course consists of two parts

- **Pre-course online module on project preparation and collaborative autonomous learning (2 ects):**
 - 31 March–12 May 2022 (Moodle and Zoom)
- **International intensive week on collaborative digital storytelling for sustainable change (3 ects):**
 - 16–20 May 2022 (face to face in Helsinki)

After taking the course you

1. know how to work towards a sustainability marketing goal in collaboration with a multicultural team of peers, university coaches, and industry stakeholders
2. can conduct target audience research to develop insight into your audience's needs and expectations related to sustainable travel and consumption
3. can raise awareness of and generate interest in sustainable travel and consumption by means of inspirational digital storytelling
4. can reflect critically on your own thinking and behavior as a change agent of sustainable living

To support your autonomous and collaborative learning in multicultural teams, we offer you a creative space, an encouraging atmosphere, and step-by-step coaching in digital storytelling. An international team of lecturers will coach you all the way through your hands-on learning process. During the course, you will also get professional support and guidance from hands-on video marketing experts.

What is Creative Agency Krea? Haaga-Helia students of Marketing and Communication run their own Creative Agency Krea (www.krea.fi). Krea provides students with hands-on experience in the field of marketing, media, and communications through company projects and professional stakeholder networks.

CAM8LH106-3005: Krea Spring School – Inspirational Storytelling 2022 (3-5 ects)

Haaga-Helia University of Applied Sciences, Helsinki, Finland 31 March–20 May 2022

Session no.	Date and time	Digital Storytelling Project Preparation (online, 1 ects)	Collaborative Autonomous Learning (online, 1 ects)
1 (online)	<p>Thursday 31 Mar 2022</p> <p>10:00-12:00 CET</p> <p>11:00-13:00 FIN</p> <p>9:00-11:00 PT</p>	<p>DST1 Research & Audience Insight</p> <ul style="list-style-type: none"> Digital Storytelling (DST) Process Co-Creation Process Universal Creative Process Loviisa & Loviisa Camping project brief Project Brief Template & Assignment <p>Homework 1:</p> <ul style="list-style-type: none"> Guided reading of the Sustainable Storytelling presentation by Futerra (2022). 1-3 brief questions per team to contribute to the brief discussion on 7 April Learning journal reflections Step 1 	<p>Pre-course</p> <ul style="list-style-type: none"> Complete this creativity test and reflect on your result Show and Tell: Choose a photograph of a favorite spot in your home town and prepare to tell a story about it to your team members <p>Team building</p> <ul style="list-style-type: none"> Creativity type discussion Show and Tell discussion <p>Communication and language learning</p> <ul style="list-style-type: none"> Informal discussion to build trust and team spirit
2 (online)	<p>Thursday 7 Apr 2022</p> <p>International online co-creation workshop</p> <p>10:00-12:00 CET</p> <p>11:00-13:00 FIN</p> <p>9:00-11:00 PT</p>	<p>DST1 Research & Audience Insight</p> <ul style="list-style-type: none"> Project brief presentation and discussion in an international co-creation workshop with students, teachers, and industry stakeholders Insight into Gen Z & Millennials' take on sustainable living Audience experience survey planning <p>Homework 2:</p> <ul style="list-style-type: none"> Completing Team Canvas and preparing to present team goals and purpose Responding to the audience experience surveys Learning journal reflections Step 2 	<p>Team goal setting</p> <ul style="list-style-type: none"> Collaborative autonomous learning journey Team Canvas Assessment criteria <p>Communication and language learning</p> <ul style="list-style-type: none"> Listening to others, expressing viewpoints, negotiating

<p>3 (online)</p>	<p>Thursday 21 Apr 2022</p> <p>12:30-14:00 CET</p> <p>13:30-15:00 FIN</p> <p>11:30-13:00 PT</p>	<p>DST1 Research & Audience Insight</p> <ul style="list-style-type: none"> Presenting team goals and purpose Background research and target audience interviews Introduction to empathy mapping <p>Homework 3:</p> <ul style="list-style-type: none"> Interviewing at least one target audience member to support empathy mapping Learning journal reflections Step 3 	<p>Uncertainty tolerance</p> <ul style="list-style-type: none"> Universal creative process (UCP) Tolerance for ambiguity article & instructions Tolerance of Uncertainty workbook & instructions <p>Communication and language learning</p> <ul style="list-style-type: none"> Sharing and expressing doubts, offering mutual encouragement
<p>4 (online)</p>	<p>Thursday 5 May 2022</p> <p>12:30-14:00 CET</p> <p>13:30-15:00 FIN</p> <p>11:30-13:00 PT</p>	<p>DST1 Research & Audience Insight</p> <ul style="list-style-type: none"> Getting to know your audience & generating ideas Empathy mapping in teams Brainstorming and idea ranking in teams <p>Homework 4:</p> <ul style="list-style-type: none"> Complete your idea ranking and prepare to present the results (2-3 mins) Learning journal reflections Step 4 	<p>Self and peer assessment</p> <ul style="list-style-type: none"> Mid-progress team assessment Stories of best learning experiences <p>Communication and language learning</p> <ul style="list-style-type: none"> Giving and receiving constructive feedback
<p>5 (online)</p>	<p>Thursday 12 May 2022</p> <p>12:30-14:00 CET</p> <p>13:30-15:00 FIN</p> <p>11:30-13:00 PT</p>	<p>DST1 Research & Audience Insight</p> <ul style="list-style-type: none"> Values-thinking: sustainable living and developing stakeholders' sustainability competencies (https://learningforsustainability.net/supporting-dialogue/) Idea ranking presentations International audience experience survey result visualizations (https://wordart.com/) <p>Homework 5 / Precourse work for Krea Spring School intensive week:</p> <ul style="list-style-type: none"> Guided background reading: <ul style="list-style-type: none"> Sustainable Storytelling (Futerra) Loviisa brochure Loviisa project brief Storytelling basics CSR storytelling 	<p>Team motivation</p> <ul style="list-style-type: none"> Revisiting team purpose Discussing team values Fostering stakeholder dialogue and collaboration <p>Communication and language learning</p> <ul style="list-style-type: none"> Engaging in constructive dialogue about personal, collective and cultural values

		<ul style="list-style-type: none"> ● Innovating for story making: How do you want your sustainability hero to change? <ul style="list-style-type: none"> ○ Planning your storyworld with a character arc ● Learning journal reflections Step 5 	
Session no.	Date and time	International Intensive Week on Collaborative Digital Storytelling for Sustainable Change (face to face, 3 ects)	Collaborative Autonomous Learning: student teams reflect on their team learning at the stakeholder workshop on 19 May
6 (F2F)	Monday 16 May 2022 10:00-17:00 (+ voluntary Helsinki sightseeing trip)	DST2 Concept Design <ul style="list-style-type: none"> ● Krea Spring School 2022: speed dating game ● Loviisa & Loviisa Camping project brief revisited ● Digital storytelling (DST) types and aims ● Audience profile + journey ● Sustainability goal and message ● Preparing a concept poster ● 15:30-17:00 Gallery Walk with the client 	
7 (F2F)	Tuesday 17 May 2022 9:00–17:00 (+ voluntary buffet dinner with programme 17:00 - 20:00)	DST3 Scripting & Storyboarding <ul style="list-style-type: none"> ● Planning your storyworld: story elements & character qualities ● Storyboarding with StoryboardThat ● Video script (https://backlinko.com/templates/marketing/video-script/; https://biteable.com/blog/video-script/) <p>16:00-20:00: Learn to Change co-creation workshop for all stakeholders: “Digital storytelling for public engagement” (Stakeholder ideas and feedback on students’ DST projects; discussing ways to invite public interest and engagement)</p>	
8 (F2F)	Wednesday 18 May 2022 9:00 → whole-day field trip to Loviisa	DST4 Digital Production <ul style="list-style-type: none"> ● Publication channel requirements ● Photographing ● Video shoots and interviews ● Gathering first-hand experiences and collecting DST material for selected publication channels 	

<p>9 (F2F)</p>	<p>Thursday 19 May 2022</p> <p>10:00 – 18:00</p> <p>(including salad buffet)</p>	<p>DST4 Digital Production/DST5 Publication & Engagement</p> <p>Video Coach of the day: Mr Tomas Halloran, Krea alumni student, entrepreneur, lkimedia Video Marketing Agency</p> <ul style="list-style-type: none"> • Video editing basics • Video editing collaboration • Publication, sharing, and engagement plan <p>14:00-18:00 CORALL co-creation workshop for all stakeholders: “Collaborative autonomous learning in multicultural team settings” (15:00-17:00: each student team pays a short visit to the workshop to share their collaborative learning experiences; key takeaways discussed to develop tools and support)</p>	<p>Each team discusses their collaboration at the stakeholder workshop 15:00-17:00 (10 mins per team)</p>
<p>10 (F2F)</p>	<p>Friday 20 May 2022</p> <p>9:00-13:00</p>	<p>DST5 Publication & Engagement</p> <ul style="list-style-type: none"> • Assessment criteria, KPIs and call to action • Audience-focused pitch presentation --- • Team presentations and jury discussions • Self and peer assessment 	

Enrollment Instructions

Course code: LHPAVV / EXCH / CAM8LH106-3005 Krea Spring School – Inspirational Storytelling

1. Official enrollment **by 15 March 2022**
2. The course kick-off on Zoom and Moodle: **31 March 2022 at 10-12 CET (11-13 FIN & 9-11 PT)**

- **Haaga-Helia degree students and exchange students:** please enroll through Peppi **CAM8LH106**
- **Students from abroad:** please enroll by sending email to tanja.vesala-varrtala@haaga-helia.fi

For more information

Dr Tanja Vesala-Varttala
Principal Lecturer in Marketing and Communication
Haaga-Helia University of Applied Sciences
+358 50 3100 715
tanja.vesala-varrtala@haaga-helia.fi