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SENSE

Glocal Paradox



UNRAVEL TOMORROW

INSIGHT

01



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one

INSIGHT_ONE

HEADER:

Digital tools have changed our relationships

BE DIRECT

Social tools are creating a new reality.

BE EMOTIONAL

Our social behaviour has got a new shape.



INSIGHT_ONE

QUESTION 01:

In what way has Social Media shaped our relationships?

QUESTION 03:

How can we benefit from that and what possibilities come along?

QUESTION 05:

How can Social Media be useful for knowledge transfer & communication?

QUESTION 02:

Why has it changed?

QUESTION 04:

How can Social Media have a glocal impact?



INSIGHT ONE DESCRIPTION

Social Media creates huge possibilities in ways of communication and knowledge transfer between entities, that would never get to know each other. This makes it easier to communicate between different timezones at any place in the entire world. But this also means to be accessible 24/7 as you need to respond very quickly.

Social Media also has changed our social behavior as communication is often at a superficial level. Scrolling through SM platforms also involve to get distracted very easily. If you work with SM, you need to learn to focus and to filter the unimportant stuff.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + Focus and filter on the important things along social media
- + It is easy to get distracted
- + Being accessible 24/7
- + Balance between digital space and real world

SKILLS:

- + Flexibility & speed

POTENTIAL:

- + New ways of communication
- + No matter what timezone
- + Glocal impact



“It is ok to be a passive friend now”

How social media has changed our relationships

DESCRIPTION /

“Social media has not only changed the way how people communicate, but also has impacted forms of relationships that people have. For example, it is completely OK to be a “passive” friend now - like if I have a friend who lives somewhere far away and then when they come to Sweden, they call and say - let's do something together, although we haven't been in touch for 3 years. And it's alright. Previously people had to talk to you often, had to visit you and go to your birthdays to be your friend.”

RELEVANCE /

In the social media era people are becoming much more open and free to communicate and form new contacts, it has changed our behaviours and attitudes on many different levels of communication and relationship forming.

SOURCE / Bert-Ola Bergstrand/Chairman and co-founder at Social Capital Forum



“Working in several time zones is challenging”

The downside of the global work arena

DESCRIPTION /

“The challenge that I have not found a solution for is how to work in different time zones. Working in the global arena requires you to respond quickly to things that happen in the other side of the world, which means being constantly alert.”

RELEVANCE /

Collaboration with partners all over the world means being accessible 24/7.

SOURCE / Bert-Ola Bergstrand/Chairman and co-founder at Social Capital Forum



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“I started to look at social media from an academic perspective”

Emerging social media as a subject for societal analysis

DESCRIPTION /

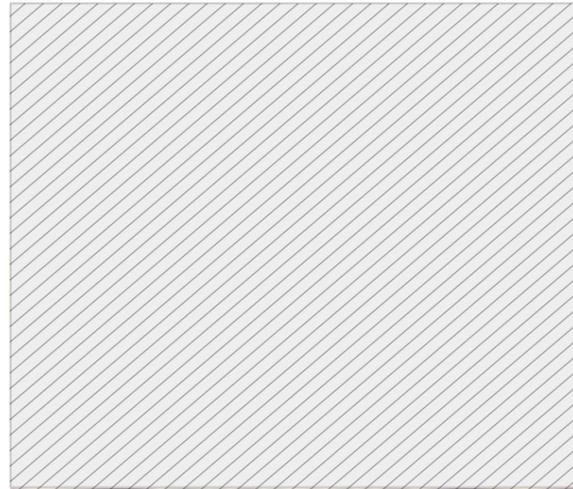
“At around 2010 when social media started to become more and more popular, I became interested if it could be used as a tool for sharing knowledge, for development. I was looking at it from an academic perspective and I started to apply academic theories, such as Structural Hole Theory to the emerging social media processes.”

/Structural Hole Theory states that Structural holes exist in social networks when there is a lack of a direct contact or tie between two or more entities. It is applied in social network analysis—how are different entities tied to each other?/

RELEVANCE /

The social media phenomena and its massive popularity opened up new possibilities for communication and sharing knowledge between individuals and entities who would otherwise never get to know each other.

SOURCE / Bert-Ola Bergstrand/Chairman and co-founder at Social Capital Forum



SCAN CARD TITLE

HEADLINE TEXT

DESCRIPTION /

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RELEVANCE /

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SOURCE / <https://wetransfer.pr.co/163510-wetransfer-launches-content-platfom-wepr-esent>

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INSIGHT

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two

INSIGHT_TWO

HEADER:

Inspiration through global connectivity

BE DIRECT

Friendships over the globe provide inspiration that can we can bring to people locally.

BE EMOTIONAL

We all have the same core values...



INSIGHT_TWO

QUESTION 01:

How can we benefit from international friendships?

QUESTION 03:

Can we work towards equity this way?

QUESTION 05:

Can we learn from each other having friendships over the globe?

QUESTION 02:

What effect does it have on local perspectives?

QUESTION 04:

Does it perhaps unfold equal opportunities?



INSIGHT TWO DESCRIPTION

Global connectivity provides inspiration that we can bring to people locally. That way we can connect the global with the local world and gain new perspectives. It could also unfold equal opportunities and caring societies.

Most of the people in the world believe in the same core values, no matter what origin or culture. People with the same missions bond together and unite with a common vision.

Social Media can also help in that way: It brings international perspectives to the local context and glocal perspectives to local audiences.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + Different cultures
- + Distance
- + We need a common language
- +

SKILLS:

- + Open-mindedness
- + Liberal-minded

POTENTIAL:

- + Same core values?
- + Glocal insights & perspectives
- + Unfolds equal opportunities
- +



Connecting the global to the local
Bringing international perspectives to the local context

DESCRIPTION /

"We think locally, but cast the lens out further through our work, exhibitions, performances, bringing global perspectives"

"We bring international artists, makers, designers and musicians to deliver at a local level"

RELEVANCE /

Bringing international perspectives to local audiences through creative experiences, whilst also recognising and investing in the promotion of local talent: with a focus on social justice, inviting the politically and socially minded, as an example: the Output Gallery, a micro gallery at Kazimier Gardens curate, which exhibitions by local artists, pushing Liverpool talent, including a Turner Prize Winner.

SOURCE / Interview - Liam Naughton



Like minded spirits to a stronger goal
It's more than sharing the same language, it's all about core values

DESCRIPTION /

To surround yourself with people that have the same mission allows you to go further on your common objectives.

"I don't surround myself with people that knock ideas down, I surround myself with positive people, with people who are curious and want to explore." "It's just really great to have people, where you basically share the same values, the same mission, the same beliefs about the world."

RELEVANCE /

Encouragement from others who are working towards the same goal, allows you to explore deeper, bond together and unite with a common vision, purpose, and mission.

SOURCE / Lane Jansky Lange Founder & CEO Autism Future Schools



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TURN AROUND AND GET A NEW PERSPECTIVE

We need 360 degree vision

DESCRIPTION /

We need to be able to look 360 degree on our situation, and learn from more perspectives. "When I take a walk, I often say to my husband, »we need to turn around and see this from another perspective!«"

RELEVANCE /

Sensing is on its way in to make a new era. High tech will enable communication of more senses but in a world of photoshops and Deep-fakes people will also rely more on direct sensing for knowing what is true. It is as simple as turning around once in awhile.

SOURCE /



The state of being connected

"It's like a ball of yarn, when you pull on one end it unfolds endlessly - it's basically a mindset that fosters success"

DESCRIPTION /

"Just the connectedness of the world today provides us with the network we need, the knowledge we need and this can both be children in schools or teachers and professionals, it enables us to do things that we just couldn't do 20 years ago." Global connections are not just about the economical dimension, the globalised world enables shared information and innovation in various fields, education being one of them.

RELEVANCE /

"It's just that my global network is very much on the innovative edge. Locally we work a lot with more mainstream schools, that means that we can take cutting edge and put it into mainstream and I think that is the difference between, and benefit of, our local versus global involvement."

SOURCE / Lane Jansby Lange Founder & CEO Aurora Future Schools



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three

INSIGHT_THREE

HEADER:

The advantages of glocal collaborations

BE DIRECT

Collaborations between people globally can have huge positive effects locally.

BE EMOTIONAL

Let's learn from each other...



INSIGHT_THREE

QUESTION 01:

What are the local benefits from glocal collaborations?

QUESTION 03:

How is an entrepreneurial spirit useful for glocal collaborations?

QUESTION 05:

How can we learn from each other across the globe and different cultures?

QUESTION 02:

Can we use social media for this?

QUESTION 04:

What are the potentials that come along?



INSIGHT THREE DESCRIPTION

Glocal collaborations means learning from each other across nations and educational systems. It involves the engagement in a global network that has the potential to create and unfold new opportunities, wider horizons and new perspectives and furthermore increase efficiency.

Social Media can also play a significant role in collaborating glocally, as it creates the possibility to communicate and transfer knowledge and ideas within seconds all over the globe.

An entrepreneurial spirit might be useful in this journey, since these individuals tend to follow their instincts and attitudes rather than set processes and systems.



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IMPLICATIONS FOR THE PIONEERS

CHALLENGES:

- + Breaking up old procedures
- + Creating new dimensions
- + Engagement in global network

SKILLS:

- + Entrepreneurial mindset
- + Flexibility
- + Open-mindedness

POTENTIAL:

- + New horizons
- + The role of Social Media
- + Increase efficiency



Glocal ecosystem fuels education

How can we turn a 'one woman show' into a global ecosystem of educators?

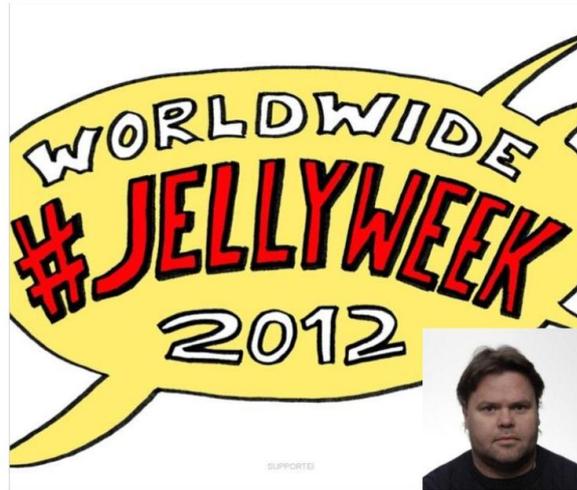
DESCRIPTION /

"How can you grow something that was basically just me as an independent consultant, working with one client in one city. How do you find yourself suddenly in an amazing global ecosystem of educators, some of the best people in the world?"
 "My global presence or my global friendships provide me with a lot of inspiration and things that I can bring to other people locally, so it's basically you bring in the world and share that with people here, connecting the global world and the local world."

RELEVANCE /

Glocal collaboration allows us to "learn from each other across nations, across educational systems and there's so much we have in common. There's a lot of things that can flow easily across borders and that's just very inspiring for everyone to be part of."
 A global network favours sharing ecosystems of educators to be on the edge of innovation!

SOURCE / Lena Jenity Lange Founder & CEO Actens Future Schools



"Project Jelly Week is a clear example of the Glocal paradox"

Helping local initiatives reach global audience

DESCRIPTION /

"It was during the project called Jelly Week in 2011-2013 when I started to fully realize the effect that information sharing and social media can have. This initiative was organized in many countries all over the world and was aimed at bringing together people and organizations that are creating some impact locally and finding new partners for collaboration and taking action globally."

RELEVANCE /

Projects like this really show the potential that social media has on the Glocal level - celebrating local initiatives and creating impact globally.

SOURCE / Bert-Ola Bergstrand/Chairman and co-founder at Social Capital Forum



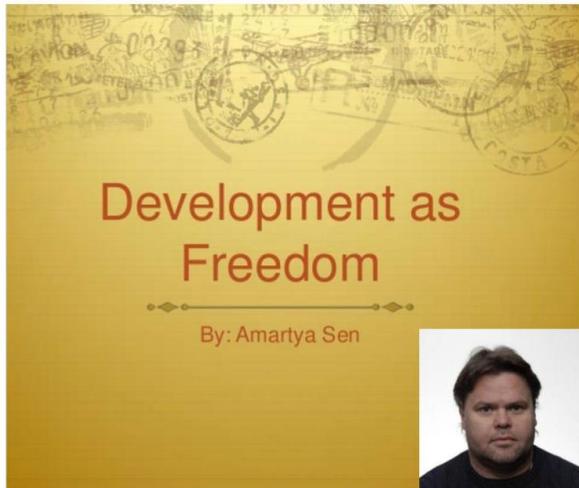
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REGION / Global Paradox

SIC



“People have so much unused potential”

Looking at mind and ideas as unused resources

DESCRIPTION /

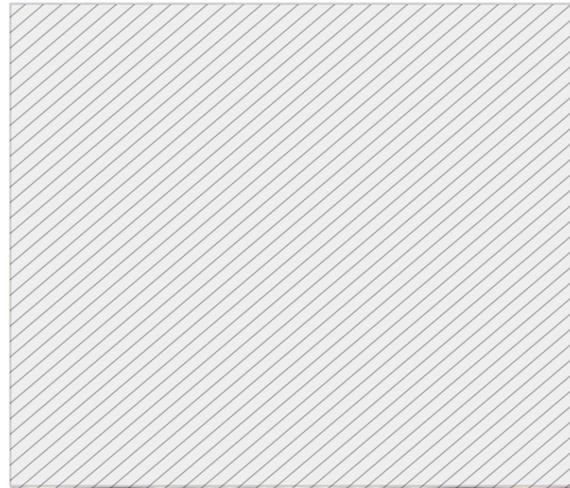
“I really like the concept of “Development as Freedom” by Amartya Sen. My take on it is that there is so much unused potential in this world, and we should create systems, tools and collaborations to put this potential to use. We are having this shared economy - shared workspace, shared cars, we try to think what we could do with already existing but unused resources. The same way we should look at people’s ideas - contribute to the shared brain network.”

RELEVANCE /

The emergence of the digital space has made it possible to share local ideas and experiences with a global audience. Development of these processes leads to new collaborations and expands the impact of the initiatives and ideas globally.

SOURCE / Bert-Ola Bergstrand//Chairman and co-founder at Social Capital Forum

POLITICAL



SCAN CARD TITLE

HEADLINE TEXT

DESCRIPTION /

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RELEVANCE /

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SOURCE / <https://wetransfer.pr.co/163518-wetransfer-launches-content-platform-wepr-esent>



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THE REGION OF:

GLOCAL PARADOX

Global becomes local

International perspectives brought to local level

The emergence of digital space and its benefits

SHORT DESCRIPTION OF THE REGION

- Global insights are brought locally and vice versa
- The things that happen around us in the world have a large impact on our local surrounding
- The digital space has changed our way of acting, thinking and living and also the way we are making decisions.



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