

# SAVA

## **What problem are you trying to solve?**

We are solving the problem of lack of accessibility and shared cultural events for the citizens in both urban and rural areas on a national and cross-border level, in the Nordic countries.

## **How do you plan to solve the problem?**

Our solution is to build a one spot gateway to access physical & digital media; cultural events and educational experiences to people across the Nordics at one hub/place, in urban, rural & different socio-economic settings.

We wish to bring this one eco-friendly portal and offer opportunities for people to learn and meet across the Nordic countries with one membership and access to all opportunities, i.e. physical infrastructures and digital cultural enrichment spaces.

In bigger cities there are diverse opportunities for meet ups and cultural events, but in contrast for people in rural settings, and far off villages, suburbs and households with less income, those cultural and knowledge experiences are not equal, but with our solution we want to provide it to all.

Beyond the immediate advantage of holding safe events under a pandemic, creating the network and infrastructure to hold digital and hybrid events would allow many more people to stay connected & take part even if they live in geographically distant locations from the main stage, saving in travel and benefiting the environment across the Nordics.

## **How do you plan to make this solution a reality? Do you have an action plan?**

Our solution is eco friendly and smart. We have all the resources and technology available, but all we need is to connect the existing infrastructure, run a pilot project and implement the plan. In order to run the pilot project, we leverage several experts advisers, strategic technological partners and get feedback from the stakeholders.

## **Why is your solution innovative?**

We offer a comprehensive ecosystem that connects libraries and cultural centres using technology and integrating services. There are existing similar solutions for example Libris, but all libraries in Scandinavia are not connected. It is partially because necessary technologies are only emerging now especially in the more collaborative post-Covid world. We have spoken to a couple of library directors who validated our identified problem and gave us positive feedback on the proposed solution.

## **How scalable is your solution?**

In the Nordics, the problem of accessibility of the libraries for the citizens varies for different socio-economic groups and depending on their locations. At least 20% of the library users are underserved ie, not using the libraries. With our service, we aim to help bring more library services to Nordic citizens, regardless of whether they live in a city or in rural areas. By so doing we aim to grow the number of satisfied citizens in the Nordics and in future, a similar operation could be implemented at the EU level and further globally. In short, we save some costs of the libraries and serve the citizens across the countries.

## **How does your solution make an impact?**

Many marginalized groups will get equal access eg university students and academics have more resources available to average citizens and the situation is even worse if you lived in the rural areas or the suburbs. Opportunities in finding books, digital material, lectures, events in different languages are limited.

## **Is your solution built on prototype or is it a conceptual solution?**

Conceptual

## **Link to your pitch video (on Youtube, Google Drive or Vimeo)**

<https://drive.google.com/file/d/1sufZbmwl4xEwsoj8w8fF5weMSbHPBzYz/view?usp=sharing>