



ROIHU

# Co-operation model at Roihu 2016

FNM2016 at Paris





# Education

Project trains and educates both participants and project workers



# Experience

Project improves internal and external image of scouting



# Co-operation

Project increases openness, co-operation and partnerships both inside scout organisation and with external partners



ROIHU



# Strategy

Project supports the strategy of NSA



ROIHU





Implementation of

# CO-OPERATION



ROIHU

PARTIO  
scout





# ***“we basically did not have anything.”***

Need to:

- Organize coordination
- Share information
- Make instructions
- Arrange support for negotiations

**Crowdsourcing  
co-operation!**

And define rules of the game!



ROIHU

First instructions of  
"How to negotiate  
partnerships for Roihu"

## *Towards co-operation*

Juha 'Jumu' Mustonen, [juha.mustonen@roihi2016.fi](mailto:juha.mustonen@roihi2016.fi), p. 050 500 4145



# Principles of co-operation

First instructions of  
"How to negotiate  
partnerships for  
Roihu"

***"Co-operation means that both of the parties are benefiting about it somehow."***

- Co-operation enables us to reach new target groups – Scouting is open to all!
- Co-operation should support educational ambitions of scouting – scouting educates good leadership.
- Co-operation is needed because of economical and content reasons.
- Co-operation has to be value based.
- Co-operation should be "stylish and smart"



# Phases of negotiation

First instructions of  
"How to negotiate  
partnerships for  
Roihu"

*"Ask as a donation, try to barrow it, try to rent it, buy it if have to – but think also where to sell it after Roihu is over..."*

**by project manager Ari Vänskä**

- Consider what you need, to whom you could be in contact with and how to proceed.
- Think what Roihu 2016 could offer for example in a sense of media/target group – in many cases scouting has a good negotiation position.
- Don't hesitate to raise the subject of co-operation, try to inquire possible approaches.
- Get familiar with co-operation material and use it in a negotiations (for ex. Elevator speech and Roihu 2016 presentations).
- In a case of positive result, try to always agree about it in writing, typically e-mails are enough – in a case of agreements co-operation manager or project manager can help you.



# Materials for negotiations

First instructions of  
"How to negotiate  
partnerships for  
Roihu"

**CO-OPERATION CLOUD**

at OFFICE 365

**Roihu 2016 – Elevator speech**  
- both word and pdf.

**Roihu 2016 – Introduction**  
- both PowerPoint and pdf.

**Roihu 2016 – Media packages**  
- Hehku, Liekki, Loimu ja Kokko –packages.

**Roihu 2016 – Partner symbols and signs**  
- A5 – sized cards for example exhibitions use.

**Roihu 2016 – Media card**  
- Informative label of media solutions.



# Media Packages

"Sites – Aski – Tools  
Co-operation cloud"

First instructions of  
"How to negotiate  
partnerships for  
Roihu"

MEDIA PACKAGE	LEVEL €	DESCRIPTION
<b>Kokko</b> (bonfire)	+ 10 000 €	Main co-operation partner. Always tailor made solution with media package.
<b>Loimu</b> (blaze)	5 000 €	Remarkable commercial co- operation with Roihu 2016. Always tailor made solution with media package.
<b>Liekki</b> (flame)	1 000 €	Single co-operation project with Roihu 2016, typically worth couple of thousands.
<b>Hehku</b> (glow)	100 €	Small size co-operation with Roihu 2016, in many cases borrow of goods etc. <u>Most common type of co-operation.</u>

**In case of Kokko or  
Loimu – inform  
always project office!**

You can always  
promise Hehku-  
package....



## "Sites – Aski – Tools Co-operation cloud"

## Instructions:

- Fill in form always about negotiations
- Inform also your managers, masters and team leaders to do so!
- By filling in you also inform others about negotiations – this for ex. prevents multiple contacts to one party.
- Form also helps us to provide correct media packages to your co-operation partner – your partner does not exist unless you have not filled in this form!

[illegible]



# What else were needed?



# Creation of co-operation culture

- **Strong support for co-operation!**
- **Vital for project's economy!**
- **Share information!**
- **Make co-operation visible!**
- **Look for long term relationships!**



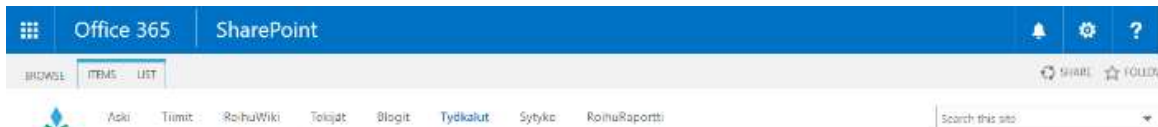
**Principles of co-operation**

**Instructions of co-operation**

**Rationales of co-operation**



# Networked working model



**Co-operation sheet  
-> SharePoint**

**Co-operation  
cloud  
-> Instruction's, maps,  
presentations, materials**

- Fill in whenever...
- Make sure your own team also fills in...
- Fill in also negotiations, it does not harm anyone, but is it useful to the others that may be interested ...
- Your partner does not get media-packages unless there is a line in a form....

**Aski.roihu2016.fi**

**Blogs, Yammer-  
discussions, mails of  
instructions...**





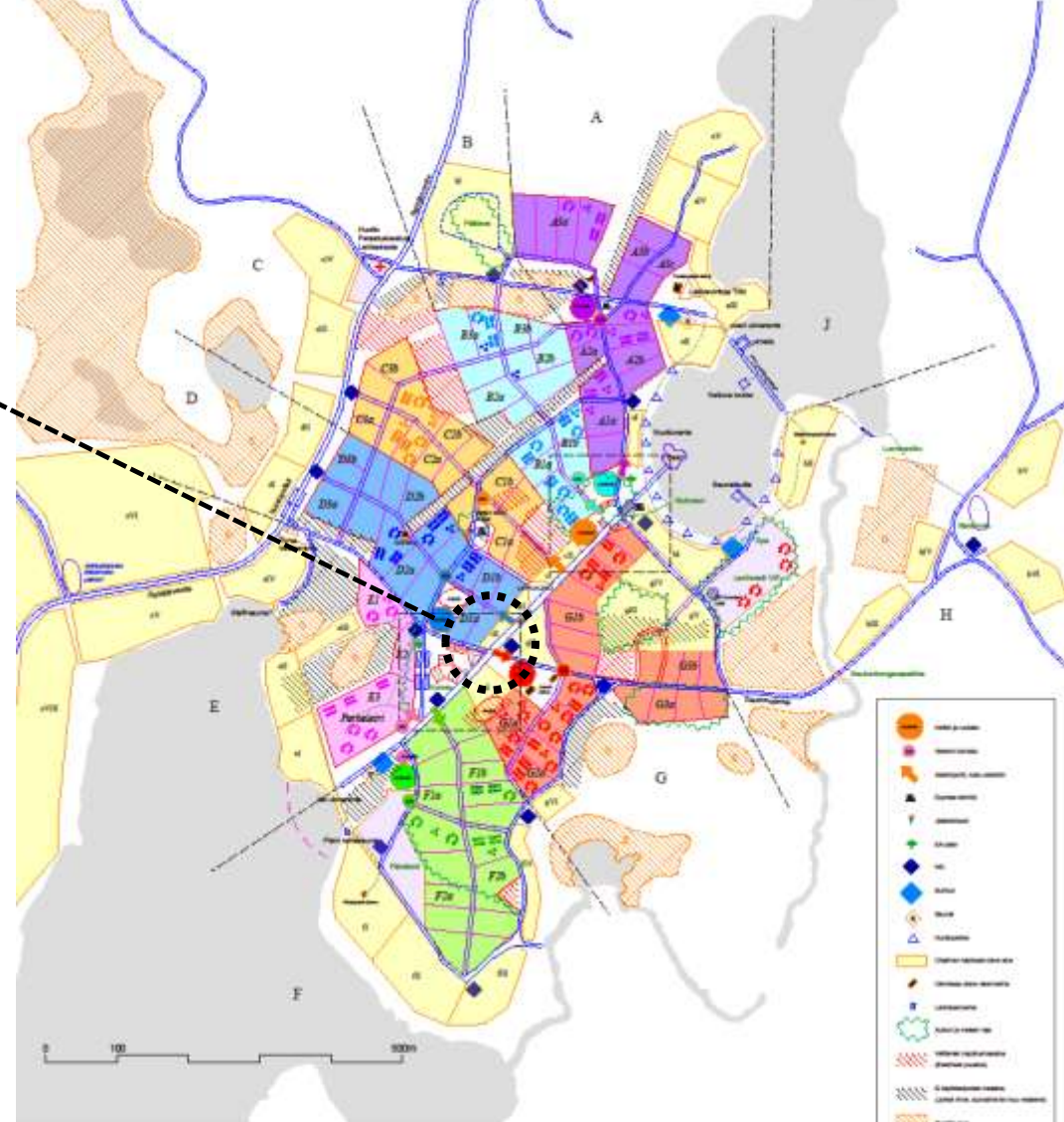


# Partner Village At Roihu 2016



HAMK  
HÄMEEN AMMATTIKORKEAKOULU

Roihu-pavilion



kaava-arkkitehti  
Pekka Huoma  
pekka.huuma@roihu2016.fi

ROIHU 2016  
Sienkuvassa v.1.2  
1:5000  
Päivitys  
1.10.2016



Results of

# CO-OPERATION



# 92%



78%



10%



# 180



An aerial night photograph of a large outdoor festival. Two large white tents are illuminated with bright blue and purple lights. A massive crowd of people is gathered in the central area between the tents. The scene is dark, with the festival lights providing the primary illumination.

# 15





7





5



# MEDIA

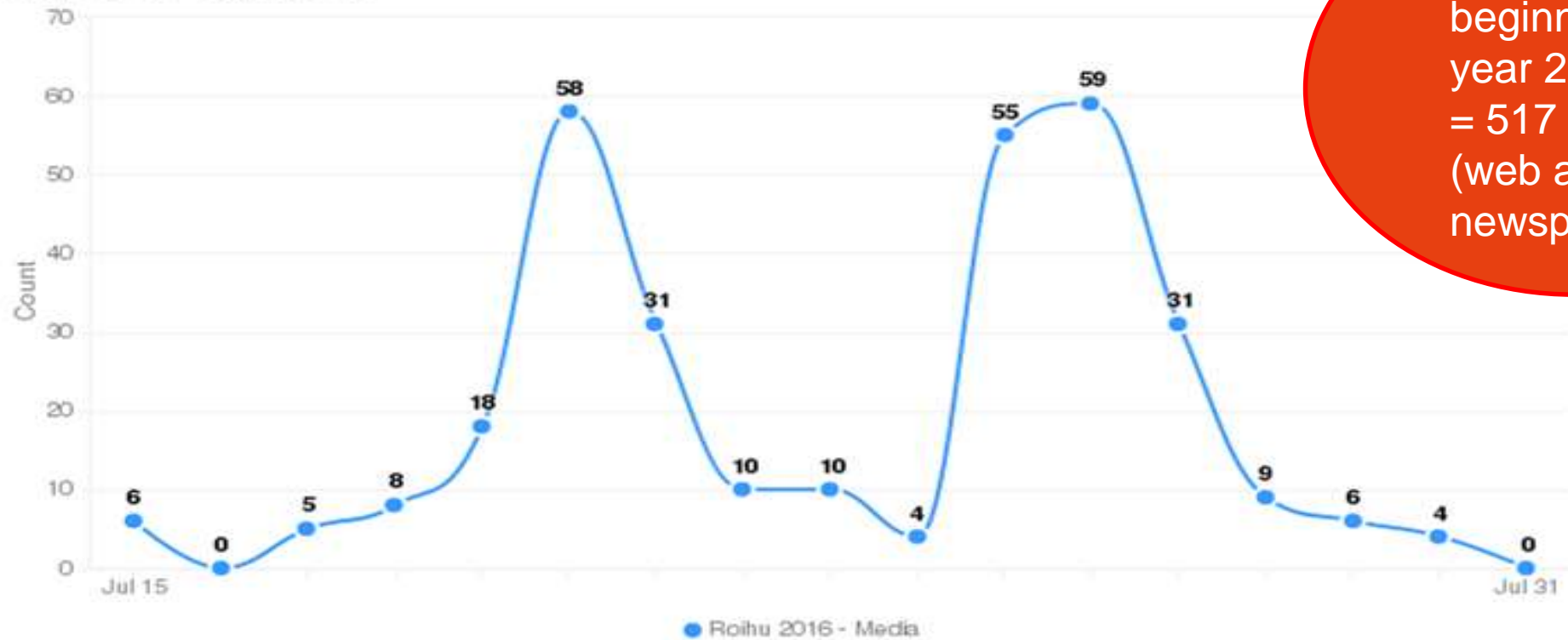
about Co-operation



# MEDIA EXPOSURE DURING CAMP (322)

## Media Exposure

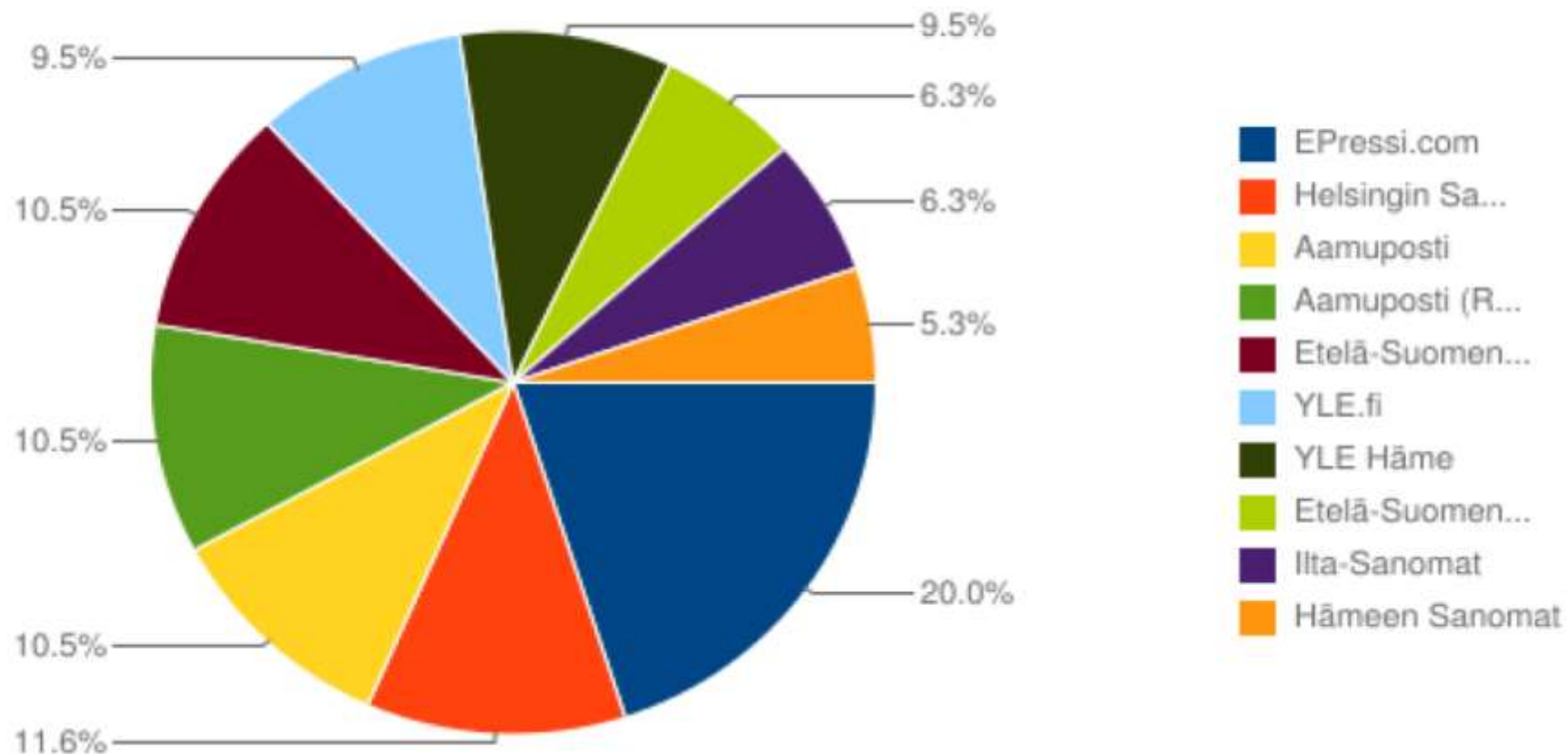
Jul 15, 2016 - Jul 31, 2016



From the  
beginning of the  
year 2016  
= 517  
(web and  
newspapers)



# MEDIA TOP10





M&M MARKKINOINTISMAAILMA  
ETUSIVU UUTISET BLOGIT OTA YHTEYTTÄ

M&M 13/2016  
Naiset ja markkinoitijohtajat yhteinen handicap?

Tilaa lehti  
Tilaa uutiskirje

RADIO M&M \* 21.7.2016

## Bauer Media ja Digita toteuttavat radiokanavan partiolaisille - popup-radio soi suurleirin ajan



Colourbox

Roihu-radion päivittäisistä lähetyksistä vastaavat partiolaiset.

JAA ARTIKKELI

Suomen Partiolaisten kansainvälinen suurleiri **Roihu** saa oman radiokanavansa, kun partiolaiset yhdessä **Bauer Median** ja **Digitan** kanssa toteuttavat popup-radiokanavan.

Roihu-radion lähetykset toteutetaan partioleiritiimin voimin Roihun aikana, 20.-28. heinäkuuta.

"Ensisijaisesti Roihu-radio on suunnattu leiriläisille ja heidän perheilleen ja vierailleen. Lisäksi lähiseudun asukkaat ja kesämökkiläiset pääsevät seuraamaan, mikä on tämä valtava tapahtuma, joka näkyy ja kuuluu alueella", kertoo Roihun viestintäjohtaja **Linda Pynnönen** tiedotteessa.

## Partioleiri Roihun yllätysesiintyjä Sanni julkaisi kesän sympaattisimman keikkaselfien: "Uskomattomin yleisö ikänä"

EMILIA TYKKI

klo 14:45 | 28.7.2016

f 243

t

g

tykkää

2



Sannin keikka päätti reilun viikon kestäneen suurleiri Roihun Hämeenlinnan Evolla. Kuva: Susanna Oksanen/Roihu

Läpi kesän suomalaisartistit ovat ottaneet



# www.roihu2016.fi

Visitors

Istunnot  
644 713

Käyttäjät  
244 439

Sivun katselut  
2 260 993

Sivut/istunto  
3,51

Istunnon keskim. kesto  
00:03:55

Välitön poistuminen  
prosentteissa  
41,19 %

% uutta istuntoa  
37,23 %

Pages viewed

● Istunnot

50 000

25 000

lokakuu 2015

tammikuu 2016

huhtikuu 2016

heinäkuu 2016





# CO-OPERATION at Camp



# 11





Hyvinvointia metsästä  
Terveystietoa ja ohjeita  
metsästä

HYVINVOINTIA METSÄSTÄ  
Terveystietoa ja ohjeita  
metsästä

UPM  
HYVINVOINTIA METSÄSTÄ  
Terveystietoa ja ohjeita metsästä

METSÄN ARVOT  
7,3 milj. ha  
37 milj. kuutiometriä  
200 milj. eläintä  
2,6 milj. ihmistä

TOIVOTTU  
65 000  
1,2 milj. kuutiometriä  
VIERASTUET  
& TERVEYS

UPM METSÄ

UPM  
WELL-BEING FROM FOREST  
Terveystietoa ja ohjeita metsästä

7,3 milj. ha  
37 milj. kuutiometriä  
200 milj. eläintä  
2,6 milj. ihmistä

TOIVOTTU  
65 000  
1,2 milj. kuutiometriä  
VIERASTUET  
& TERVEYS

UPM METSÄ





HAMM  
HAMMAM, HAMMAM, HAMMAM  
HAMMAM, HAMMAM, HAMMAM  
HAMMAM, HAMMAM, HAMMAM

LENE MÄKILÄ  
LENE MÄKILÄ

H  
NAME  
NAME

Osallistu  
arvontaan  
ja voita  
longboard!

HAMM



ROIHU

























# ***Conclusions***

- Scouting has potential for co-operation.
- Scout events generates value for media marketing, especially with social media.
- Principles, guidelines and support are extremely important.

**Co-operation should always be value based!**



# ***Numbers of presentation***

- 92% – Participants were proud of being part of Roihu 2016 – event.
- 78% – Best scouting experience ever.
- 10% – Interested of utilizing co-operation also in other scout-projects.
- 180 – Co-operation partners at Roihu 2016.
- 15 – Press releases with partners about co-operation.
- 7 – Number of main co-operation partners.
- 5 – Several years co-operation agreements made at Roihu 2016.
- 11 – Partners in Co-operation Village at Roihu 2016.