

# tinygiants

creating the bigger picture



## About Tiny Giants

Tiny Giants is a 3D communication studio based in Enschede (Netherlands) that empowers brands with animations, concept visualisation and storytelling. Too often when good ideas are brought into the world they get lost in translation; whether from one domain to another or from designer to customer. With our passion for 3D, we aspire to create a meaningful impact on how society visually communicates and educates, helping the right values to reach their audience. We try to achieve this with modelling, creating animations, and using new media to tell your stories and empower your brand. We emphasise on experience; by combining creativity, the right skill-sets and a little bit of homework, a suitable atmosphere can be created for your particular audience. We dream to innovate visual communication and strive to collaborate on a personal level. Our initiative to team up with other creative entities helps us to show core values in the right light. The achievements of Tiny Giants range from conceptualisation to realisation, empowering organisations and corporates, as well as experiences in the fields of art and music. Our cultural diversity and open mind-set allow us to successfully reach our goal together.





## One year ago we joined the United Nations Global Compact

Our team consists of young, ambitious individuals with multicultural backgrounds. We were introduced to the UN Global Compact by a partner of ours who is a member of the UN GC. Their strong belief in the importance of this movement for creating a better future together helped us clearly see the similarities between our vision and the vision of the UN GC.

*"Too often when good ideas are brought into the world they get lost in translation; whether from one domain to another or from designer to customer."*

We believe that this same obstacle creates miscommunication when communicating the Global Sustainable Development Goals between nations, cultures and religions. Helping different parties from UN GC to communicate with one another could help overcome this in order to support the "2030 Development Agenda". Not only is it an issue within the UN GC communication but also society needs to be more aware of the importance of big institutions and organizations working together to achieve united goals. This mindset and our passion for visual communication motivate us to be a valuable addition to the United Nations Global Compact.

Since our participation as a UN GC member we have been giving our best to not just experience an overwhelming first year running Tiny Giants, but also in parallel our first year in the UN GC network. We are proud of our achievements so far and as our Chief Executive Sebastian Helmig is confirming in his following statement, we just got started and will continue our support!

### STATEMENT OF CONTINUED SUPPORT BY THE CHIEF EXECUTIVE OFFICER

15<sup>th</sup> of June 2018

To our stakeholders:



I am pleased to confirm that Tiny Giants reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continuously improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Sebastian Helmig  
CEO, Tiny Giants





## SUSTAINABLE DEVELOPMENT GOALS



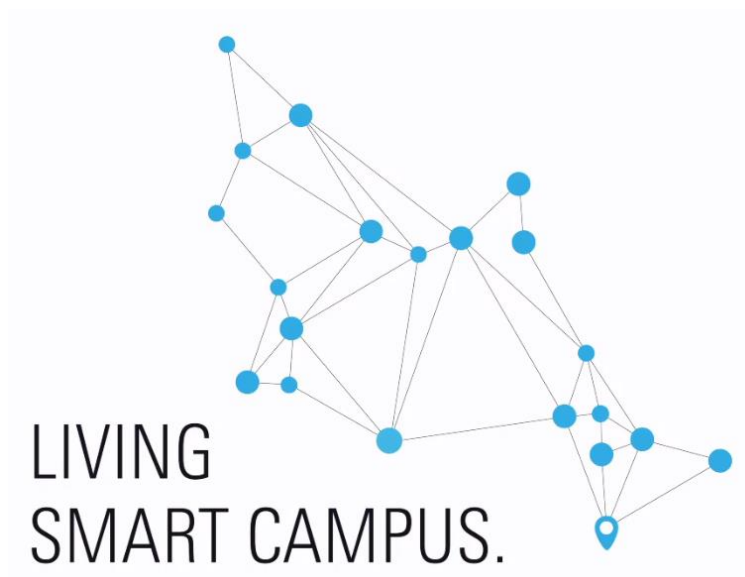
## Description of Action #1

Supported STG's:



Project: The Living Smart Campus Program

<https://www.utwente.nl/en/organization/news-agenda/special/2018/living-smart-campus/>



Using the campus of University of Twente as a living lab for digital transformation

There is currently a big problem in our society: technology is evolving faster than the laws and regulations can keep up with. This means that researchers and innovators are limited to what they can physically test in a real-world environment – they are left to hypothesize how their idea will affect society. Living Smart Campus aims to solve this problem by utilizing the campus of the University of Twente as a living lab for digital transformation. This is Living Smart Campus.

The Living Smart Campus (LSC) program aims to enable a rapid-prototyping and testing environment by facilitating a collaboration between companies, researchers and students. By creating a powerful link between these parties and offering the University of Twente campus as a testing ground for projects, they hope to create tomorrow's technologies without being limited by today's regulations.

The LSC program invites students and companies to collaborate in the fields of digital society, health technology, smart materials, intelligent manufacturing and resilience.

### The Support of Tiny Giants:

Besides producing the promotional animation which serves to communicate to the world the goals and importance of the LSC program, Tiny Giants also joined the LSC Creathon in April 2018.

A 'creathon' is an event where different teams create a working concept for a challenge within a short amount of time. In the LSC Creathon, different tools were provided in a unique team-sourcing method: The Science2Design4Society methodology of DesignLab, data analysis and rapid prototyping.

Co-Founder Ivan Rinaldo de Wolf (as shown in the picture below) gave a workshop helping the participants of the Creathon with conveying their ideas and solutions as captivating and impactful as possible.





## Description of Action #2

Supported STG's:



Project: The 20Creathon 2017 – Smart Civic Participation

<https://20creathon.eu/previous-challenges/smart-cities/>

On the 5th, 6th and 7th of July, city representatives of Enschede's partner cities visited Twente for the Smart City Conference and fulfilled the positions of challenge providers in the international Creathon on Smart Civic Participation. This conference was the first step towards a shared agenda to steer the themes and actions of the international Smart City Alliance for the upcoming years, between Enschede's partner cities: Dalian (China), Heidelberg (Germany), Linköping (Sweden), Munster (Germany) and Palo Alto (USA). Part of this conference was the 20Creathon. This Creathon is a multi-day event in which these young talents work together in teams to develop solutions for predefined challenges. Each partner city introduced a best practice of their city based on smart civic participation as a challenge.



## The Support of Tiny Giants:

Co-Founders Bart Brinkman and Ivan de Wolf of Tiny Giants teamed up with 2 other young visionaries including Pim van Butselaar from the DesignLab, and created a concept for civil participation that ended up winning the Creathon.





With #GetTheMayor, citizens (and everyone passionate about the city of Heidelberg) get the opportunity to be involved and engaged with their local government. How? By giving everyone the chance to influence the mayor of Heidelberg's weekly schedule and have him visit a place of their choice in order to put the city's focus on the issues and projects concerning Heidelberg that they are most passionate about.

Ivan and Bart developed together with their team the best concept to accelerate the #GetTheMayor movement.







## Description of Action #3

Supported STG's:

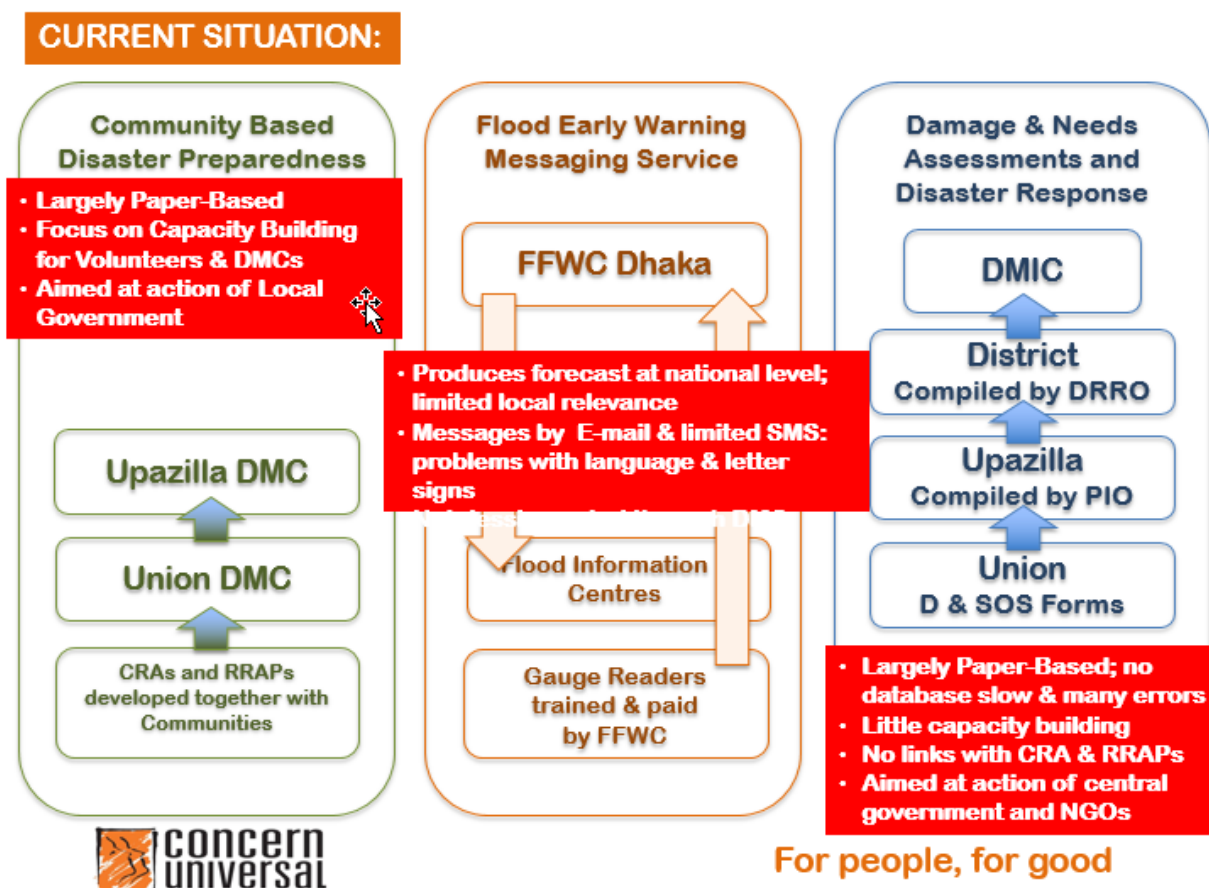


Project: Disaster Resilience through Enhanced Communication and Technology (DIRECT)

Problem Statement:

1. Disasters are difficult to manage because they interlink with complex problems and involve many actors
2. Systems for Disaster Preparedness, Disaster Response and Flood Early Warning are not well connected
3. Systems are geared towards data collection for action by Government and INGOs rather than communities.
4. Disaster Information Systems are largely paper-based and do not generate an accurate picture of real needs
5. Limited linkages to Private Sector and local NGOs-MFIs





Bangladesh is one of the most flood prone countries in the world. Approximately 20-30% of the country is flooded each year which can reach 70% during large floods. Between 2005 and 2013 there were 16 severe floods in Bangladesh, affecting 24 million people, causing 1,493 deaths. It is estimated that an effective early warning system for the 2007 floods in Bangladesh would have reduced damages to livelihoods, crops, livestock and infrastructure by US\$ 207.9 million.

The Flood Forecasting and Warning Center (FFWC) under the Bangladesh Water Development Board is mandated to generate flood forecasts and early warnings and the Department of Disaster Management (DDM) is responsible for flood warning dissemination and response. For a number of reasons it has proven difficult to provide timely and actionable information, particularly to remote communities.



(1) Flood forecasts are based on readings at a few points along the main rivers only, and therefore have limited local relevance and are not actionable for remote communities.

(2) There is considerable expertise among Government of Bangladesh (GoB) and NGO officials on appropriate risk mitigation and response measures but this is not readily accessible for many remote communities.

(3) It is the task of local government to disseminate forecasts and generate damage reports through the Disaster Management Committees (DMCs) at all administrative levels. However, inter-agency cooperation is a challenge and data flows are only partly digitized, which leads to distortion of data and delays.

(4) Existing risk and post-disaster needs assessments only cover 27% of the decision maker's information needs, making it difficult for stakeholders to effectively plan and target their response (TNO and Cordaid 2014).

### The Support of Tiny Giants:

Tiny Giants joined forces with nonprofit organization Concern Universal with a proposal to create innovative solutions for the mentioned challenges by having Tiny Giants contribute with the following roles:

1. Research and develop methodologies for visual communication in relation to:
  - Illiterates
  - Local culture & language differences
  - Domain / expertise differences e.g:
    - Farmers
    - Administrators
    - Marketers
    - Water managements
    - Disaster managements



## 2. Developing innovative and user-friendly content with visualization

- Slick, intuitive dashboard for a geographical-based map of the farmer areas. Elements include:
  - Notifications of when and from where natural disasters occur
  - Farmer / agricultural – related areas and its necessary status e.g:
    - Yield of the farm
    - Size
    - Geo-relations to other areas such as markets, homes, etc
  - Water management systems and its status
- Dynamic conversions between visual illustrations and numerical depictions (for communications between farmers and system administrators)
- Visual illustrations for:
  - How to farm effectively
  - How to stay hazardous-free from natural disasters
  - Numerical data collected

## 3. Developing the visual & user-experience of the app, integrating RIME's communication & data system with prepared visuals

A collaborative proposal was submitted and awaits approval by the Blue Gold IT.



## **'We just started'**

Tiny Giants consist of a team with less than 20 members and purely works in the digital domain. Our team exists for just 1.5 years and therefore still needs to grow and tackle the following targets with a positive incentive for the future:

### Human Rights

- Keep on ensuring workers are provided safe, suitable and sanitary working conditions
- Keep on protecting workers from workplace harassment, including physical, verbal, sexual or psychological harassment, abuse or threats
- Take measures to eliminate ingredients, designs, defects or side - effects that could harm or threaten human life and health during manufacturing, usage or disposal of products.
- Not participating in any form of forced or bonded labour
- Complying with minimum wage standards
- Ensuring that employment-related decisions are based on relevant and objective criteria

### Environment

- Avoiding environmental damage via regular maintenance of production processes and environmental protection system (air pollution control, waste, water treatment systems, etc.)
- Ensuring emergency procedures to prevent and address accidents affecting the environment and human health
- Not using chemical and other dangerous substances
- Anti - Corruption
- Assessing the risk of corruption when doing business
- Mention "anti-corruption" and/or "ethical behaviour" in contracts with business partners
- Ensuring that internal procedures support the company's anti-corruption commitment

### MEASUREMENT OF OUTCOMES

We expect that within the upcoming year to have social and physical results within our field of work of which we can then evaluate and present as measurements of outcome.





## The Future

United Nations Global Compact 'Young Professional Program'

<http://www.gcnetherlands.nl/nieuws/projecten/106-project-young-professional-program>

In June, Global Compact Network the Netherlands started the Young Professional Program. Fifteen young people working in various positions at various companies participated in the Global Compact Network Netherlands, committed one day per month for the Sustainable Development Goals (SDG's). After the introductory day which immediately yielded much inspiration, the youths in two groups started to work out a practical hands-on project under the guidance of coaches from the member companies KPMG and Witteveen + Bos.

During the Masterclass SDG's which was also organized by Global Compact Network in Netherlands on June 20<sup>th</sup> 2018, they shared their dream for 2030, the year when the SDG's should be globally fulfilled. They were also inspired by the UN Global Compact New York.

This project is running for already 2 years and is planning to grow with new members.

Tiny Giants aims to have achieved global impact by collaborating with the Young professional team by the year 2018-2019.

