In every minute of 2019:

• 231,840 skype calls
• 511,200 tweets
• 4,497,420 google searches
• 188,000,000 emails

How to compete?

• cost leadership,
• differentiation,
• focus.

Average attention span for Internet information is narrowing:

• 12 s in 2000 dropped to 8 s in 2013

We are constantly seeking for newness:

• In 2013 a Twitter hashtag stayed in the top 50 for an average of 17.5 hours.
• This gradually decreases to 11.9 hours in 2016.

Diagnosis

In an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes (…)* the attention of its recipients.

Herbert A. Simon

Moreover, we need to bear in mind that in Rare Diseases matters, we provide information not only to inform, but mainly to address expected issue and/or reach certain change.

Our activity must be divided into information acquisition and reflection. When there is an excess of the former, the latter has no more room.

Prof. Jerzy Velutani

Nothing exerts greater power over us than that which forces us to take attentive note. Everything to which we involuntarily pay attention, has an involuntary effect on us.

G. Franck

Having said that, what we really compete is not information, but attention of the recipients.

Differentiation focus on exploring niche of communication is key success.

Borys the Hero Foundation & tatastudio use innovative, multi-sensory messages of interesting knowledge and experience through:

• Popular science TED-style conferences,
• Art exhibitions,
• Jazz concerts.

Our achievements

• More than 1000 unique participants,
• More than 50 articles and media coverages including press, TV, radio and internet.
• Multiple collaborations and joint projects with local government authorities, clinical organisations, academia and rare diseases oriented professionals.

Performed by:

• 4 individuals with an annual budget of approximately 1000 EUR


Photos: 3 and 5: Magdalena Garisson / 6: Paweł Wysomirski