

Exploring enterprise, entrepreneurship and enhancing employability through addressing societal challenges

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The Journey

- Intensive Solvers PGR enterprise workshops
- Piloted Solvers workshop for UG students using the Societal Challenge themes
- Piloted Solvers with the Intelligent Transport Research Group and their stakeholders
- UTLC Innovation award for work in SELLLs on employability using societal challenges
- Developed a new UG module using the societal challenge themes

Intensive Solvers Series

- Interactive half day workshop
- Real life problem or issue set by an entrepreneurial academic
- Creative thinking, problem solving, opportunity spotting and solution finding
- Set up a hypothetical business – engaging with the terminology and concepts
- Make an elevator pitch
- Receive feedback and hear what actually happened

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Intensive Solvers Series

- Decision to develop Solvers by using the university's societal challenge themes as provocations
- Also to pilot it with new audiences - UG students and a research group
- Created links with research institutes and networks within the university- IAH, SiDE, Transport Newcastle, NIREs

Intensive Solvers Series

- School of English Undergraduates – Stages 1-3 – provocation provided by SiDE- Ambient Kitchen and digital jewellery
- Not simply advanced technologies - also engaging human stories and possibilities
- Personhood in dementia
- Connecting students from HASS faculty to digital research – interesting product and service ideas were generated

Ambient Kitchen



Northern Greek Taramosalata

00:00:04

INGREDIENTS

- 1 kilo of medium squid (10-12 cm in length) washed and cleaned
- 1 cup of glaze rice
- 1 level tablespoonful of sugar
- 1 1/2 cups of olive oil
- 1 ripe tomato
- plenty of parsley
- 2 medium onions
- raisins (optional)
- salt and pepper
- pine nuts (optional)
- a little cinnamon (1/2 level teaspoonful)

INSTRUCTIONS

1. Wash and clean the squid
2. Get the olive oil hot in a deep frying-pan and put in the finely-chopped onions. As soon as they are transparent, put in the chopped tentacles, the rice, the salt and pepper, the sugar, the cinnamon, the raisins and pine nuts, and a wine-glass of water. As soon as the mixture has reduced to a thick paste, remove from the flame and add the finely-chopped parsley.
3. Half-fill the body cavities of the squid with the filling, and secure the top half with a toothpick.
4. If there is any filling left over, peel a tomato, chop the flesh and add to the surplus filling with a little water and the juice of the tomato.
5. Stew gently, and pour over the serving-dish with the filled squid.





Intensive Solvers Series

- Changing Age team – have highlighted huge opportunities being created by the baby boomer generation and the issues of an ageing population
- Engaging stories and case studies which bring the research and the opportunities to life
- The Street Furniture project – Voice North and Design Network North



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Intensive Solvers Series

- Third pilot –working with a Research Group
- Transport Newcastle – Intelligent Transport- Sustainability and Changing Age themes
- Route mapping exercise with a multi disciplinary research group and key external stakeholders
- Using Solvers approach and creative thinking techniques to map out research priorities for the next 5 years +

Intensive Solvers Series

- An effective, flexible and highly interactive way to engage people with the societal challenge themes and spark entrepreneurial thinking
- Capacity for building communities and networks across the university and society
- Capable of adaption to meet a variety of needs and groups
- So development work has continued.

UTLC Innovation Award

- Working with SELLLs students and staff
- Design, presentation and evaluation of experiential learning opportunities
- Using societal challenge themes
- Involving external stakeholders and Alumni
- Arts and cultures organisations
- Problem solving, finding solutions
- Focusing on employability, enterprise and developing a shared language

A New Enterprise Module

- Commissioned as part of Project 2012
- A new cross university 20 credit undergraduate module
- Using the Solvers experience, with the societal challenge themes as a source of real life problems, issues and opportunities
- Building on the relationships created with the research institutes
- Engaging, Challenging and Empowering

NCL2100 – Engaging

- 21st century - a time of rapid change and uncertainty
- Industries and Organisations of all types and sizes need enterprising, creative, “making it happen” people
- Self employment is also increasingly an option for employment
- NCL2100 will enhance employability and enterprise skills

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NCL2100 -Challenging

- Students will work on complex real life issues related to the university's societal challenge themes
- Changing Age, NIReS, Institute for Social Renewal will set the provocations and provide the background
- Schools will provide industry and discipline context

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NCL2100 – Challenging

- Interdisciplinary teams
- Working on issues related to their disciplines or in an area of interest
- Creatively develop solutions and enterprising ideas to address the issues
- Develop a business idea and demonstrate its viability
- Social, community or mainstream business

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NCL2100 – Empowering

- Learn about the theory which underpins creativity, opportunity recognition, team and business development, markets
- Put this into practise through practical workshops and tasks, learning by experience
- Reflect on the learning and that of the team – how it helps them become more employable graduates

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NCL2100

- Creativity Labs – World café
- Lectures
- Practical Workshops
- Drop in surgeries
- Fieldwork – market research, practical tasks
- Reflective diary
- Showcase event – presentation in the form of a trade stand and posters

What makes it work?

- Collaboration – Research Institutes, Careers Service, Schools, Networks
- Communication – sharing ideas, listening
- Compelling stories – Societal Challenge themes link to human needs & stories
- Creativity – with the format, using in different ways, exploring
- Colleagues – support re Module process

Conclusion

- The societal challenge themes offer real life, complex issues and opportunities that students at all stages can engage with, to solve problems creatively, applying their discipline knowledge and developing self efficacy and personal enterprise
- They also represent an opportunity to build communities and networks across the university between students, schools, researchers, research institutes, external stakeholders and wider society.

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Thank You!

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