

STUDENT-BUSINESS COLLABORATION

CONCEPTS - RESULTS & EXPERIENCES

Scale-up4
Sustainability

WELCOME

16 OCTOBER 2020 11:00 - 12:00

Frans Stel



Co-funded by the
Erasmus+ Programme
of the European Union



PROGRAM

10:50 Welcome – Who is who; introduction

10:00 – 10:20 **Concept of green Student/Business Collaboration:**

- Expectations of participants: when this workshop a success?
- Do S/B programs differ?
- Measuring results, some examples of S4S projects

10:20 – 10:40 **Exchange of experiences**

10:40 – 11:00 **Discussion – wrap up.**



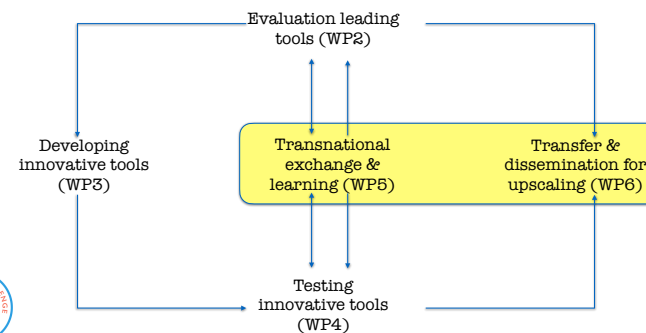
Scale-up4
Sustainability

- E+ program: S/B collaboration in green venturing (2019 - 2021)
- Germany (UOL - lead), Sweden (LiU) and Netherlands (VAS)
- full and associated business partners in all countries
- website: <https://www.scaleup4sustainability.eu>



Scale-up4
Sustainability

WORK PACKAGES



S4S- CONCEPTS



- 🎧 **Courses:** Eco-venturing, Environmentally driven Bus.Devt., Fujifilm Future Challenge
- 🎧 **Challenge workshops:** Circular Challenge, Againty Int. Expansion
- 🎧 **Skills workshops:** Tools for Venturing, Pitching, Negotiation, Creativity
- 🎧 **Standardized trainings:** training material, videos, playbooks etc.
- 🎧 **Research:** Role of Ecosystem partners at Upcycling business, Innovators DNA, Entrepreneurial Traits



SIMILARITIES & DIFFERENCES



- 🎧 Students & Businesses collaborate
- 🎧 Sustainability

- 🎧 International exchange: Y/N
- 🎧 Duration: 2 days/ 10 weeks
- 🎧 (Extra) curricular
- 🎧 # of companies involved
- 🎧 E-learning: Y/N
- 🎧 Scale: 2 - 150 students



CASE: CIRCULAR CHALLENGE



1. Main concept & Program
2. Quantitative evaluation
3. Qualitative feedback (what went well / what can be improved?)

Organised by: Giulia Viero, Frans Stel, Rogier de Jong
11+12 Sept. 2020



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CIRCULAR CHALLENGE (virtual)



- 🎧 3 companies presented interactively circular challenges (ECOR, CEWE, DSM NIAGA)
- 🎧 5 diverse student teams developed innovative & feasible ideas and presented these to an expert jury
- 🎧 different (academic or national) background in interdisciplinary teams
- 🎧 the companies and jury members assisted and commented
- 🎧 17 students (11 no show) from 3 countries - Entrepreneurial attitude: **3.86** (1-5 Likert)
- 🎧 6 jury members (3x circular experts, 3x companies)
- 🎧 certificates of participation (winning)

Fujifilm
2016-2019
3.40



2020



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PROGRAM

11 September : preparing the challenge

10.00 – 14.00 Circular Business cases ECOR, CEWE, DSM Niaga (3x1h - interactive)

14.00 – 15.00 Preparation for day 2 – tools, formation of teams, Q&A

menti.com
12 75 417

12 September: circular challenge

9.30 – 11.00 Start Circular Challenge in virtual teams (I: ideation)

11.15 – 12.30 Circular Challenge in virtual teams (II: feasibility and viability)

13.30 – 15.00 Circular Challenge (III: pitches) - Evaluation, Jury assessment, and Q&A.

BUSINESS Experts

COACHES



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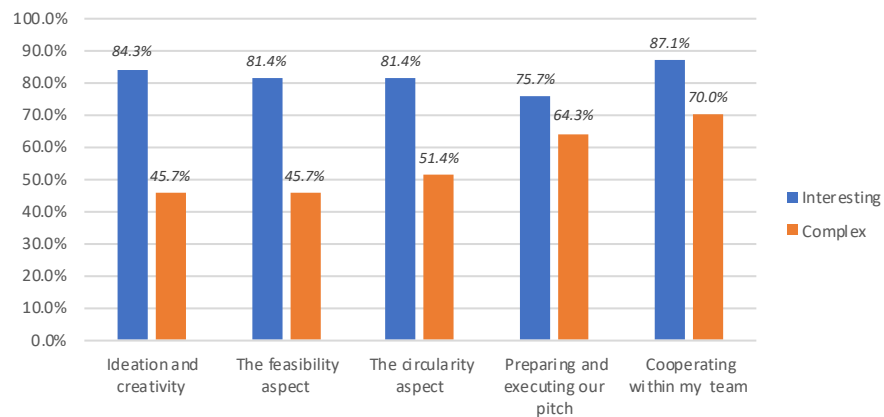


EVALUATION

	(in %)	FFC 2016-19
My commitment, participation and contribution in the team was	84.4	78
Participating in this contest has made it MORE likely that I will become an entrepreneur or start my own business	75.0	68
The business experts had adequate responses to our questions	87.0	79
The coaches were useful	78.3	76
We had enough time to prepare our business ideas	64.3	68
The contest was well organized	88.1	73
My overall rating for this contest is	89.3	78
Would you recommend this contest to others?	100.0	



EVALUATION



FEEDBACK CEWE

Main eye opener

- * students enjoyed the challenge, so it was good learning in the end
- * very committed students who offered quite good ideas/results regarding the very short time frame.

Overall

- * all good
- * interesting experience; gaining useful food for thought; format and moderation worked well - especially concerning the Covid situation as well as the internationality of the participants.

Missed

- * none
- * nothing - especially given that short time frame

Suggestions for improvement

- * none
- * Maybe only in terms of the preparation phase I would have wished for more information and planning. However, that possibly is because I missed out on some e-mails and the last video conference before the event.



ECOR - Giulia Viero



MAIN EYE-OPENERS



- * circular challenges can be solved with out of the box creativity (3x)
- * in a short time creating innovative and real solutions
- * different ideas and different perspectives (3x)
- * multitude of challenges of companies when becoming more circular.
- * learning how to work with people from completely different backgrounds
- * opportunities for entrepreneurs to start a supporting circular business
- * the lack of circularity insights within transitioning ventures



MISSED ITEMS



* Nothing missed (3x)

- * toolkit to structure ideas
- * missed information: detailed company information, technology, design knowledge, feasibility of the plans (2x).
- * overall discussion about what is the circular economy
- * possibility to network with companies and coaches
- * targeting myself as a customer and designing the idea (2x).



TEAM PROCESSES - WHAT WENT WELL



- * Brainstorming and approaching the problem (2x)
- * The ideation process went well as teammates agreed with my convincing support statements.
- * Ideas comes fast and creative, everyone had ideas (4x)

- * Coordination and team work, communication was good, good understanding with each other (3x)
- * I liked how we worked together in my team and that it was very international. Everybody brought in his/ her ideas and within that process we came up with our idea. Overall everybody was very motivated. (2x)
- * The counselors where helpful
- * We worked very efficient and were able to communicate our differences if there were any.
- * No communication problem in the short time, in fact at the end of the event we sent each other emails to say goodbye and thank for the work we did.



TEAM PROCESSES - IMPROVEMENTS



- * **Creativity** (2x).
- * **Communication** in ideas /overcoming differences in the way of working and listening to each other. Communication was impaired a bit because the challenge was online.
- * Efficiency and PPT preparation
- * "I was struggling to push the team outside the known solution, and the challenge was not completely grasped by everyone, which by turn impacted the presented solution at the end".
- * tools to structure ideas
- * more time on the ideation process: it took some time to understand the challenge at first, so maybe we should have asked for help directly from the start.
- * Set goals for each meeting and structure the ideas
- * Stick to the idea and try not to add irrelevant aspects.



SUGGESTIONS FOR IMPROVEMENT



Everything was good.

- * more clarity about to run your imagination wild (2x)
- * divide better time between explaining the challenge and answering questions about the challenge
- * extra **time** to get to know one another
- * although **time** pressure is part of the challenge, more time is appreciated: we needed to hurry and would have enjoyed more time to shape ideas.
- * 2 days for the Challenge were perfect, but **time** to develop a solution and preparing the pitch was a bit too short.
- * more **time** should be given for presenting the ideas.
- * talking to the team members again after the pitches. We got along very well in our group and I would have liked to catch up again for some minutes.
- * more feedback from the jury afterwards, not just the winning team. More time for Q&A after Pitches. (2x)
- * more Information, about companies and circularity in different aspects of the businesses.
- * maybe not on Saturday
- * the challenges were very different and required different skills/knowledge. Maybe they should be in the area of expertise.
- * assessment criteria were not clear enough: provide individual feedback for each team to help in highlighting the missing knowledge.



OVERALL OPINION



- * I really **enjoyed** and it's nice to collaborate from people across the world, understand their perspectives and their ideas which help to broaden your own mind. Nice concept. Enjoyed collaborating with students across the world and solving real-time case studies. It was **fun** and I learnt a lot! (2x) Great possibility to exercise the theoretical knowledge
- * It is **very interesting** and well structured. 2 intensive days that give you good new ideas. It's quite interesting, realistic and introducing real scenarios and challenges. It was very interesting to participate in an online challenge like this. I think working together in a group would be easier in a real physical workshop, but the experience of doing it **online** was also good and helpful. I liked the topic a lot and that it was such an international group of people. I also think that the business cases were interesting.
- * Great Initiative. Good. It was a very **nice experience**. Productive, innovative. Very **useful** enjoyable helps you gain lots of experience. Excellent event, encourages teamwork and the resolution of real cases. At the end I would have liked more time to discuss ideas with the other teams. The challenge was a **good experience** to understand the need for circular economy and entrepreneurship.
- * The contest was very **well organised** and helped me a lot getting a deeper understanding of circular business models. I also think the mentors were a great help!



PROGRAM



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The future is in our hands



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