Scale-up4 Sustainability

New Module "Digital Transformation: Strategies and Sustainability"

Facts & Main Elements

- Introduction of the new module "Digital Transformation: Strategies and Sustainability"
- Module was conducted two times
- University of Oldenburg: 2 lecturer, 98 students
- Business partner EWE: 7 coaches, 3 Intrapreneurs
- Online tools (miro, xd adobe, BigBlueButton, Microsoft-Teams)
- Online Pitches in front of a jury (EWE (VC, Head of HR) and University of Oldenburg)
- Term paper: process of the practical projects and general implications for the integration of social and ecological criteria in the context of digitalization
- Dissemination of the results within organization
- Use of the results for the validation and development of the sustainability-driven business model of an internal start-up Codyo
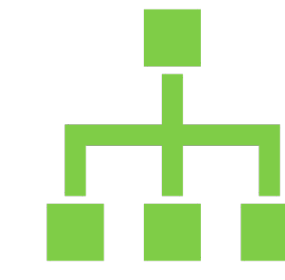
Main outcomes

- Students gain practical experience in use of agile methods e.g., design thinking, prototyping, lightning demos and market research methods e.g., interviews, panel survey in collaboration with a business partner.
- Students learn how digital business ideas are developed and validated.
- Students gain experience in using digital tools
- Students learn how sustainability criteria can be integrated into an ideation and business modelling process.
- Business partner gets a new perspective on its innovation process, new ideas for sustainable and digital ventures, and insights for the validation and development of the business model of an internal start-up
- Placement of internships of interested students
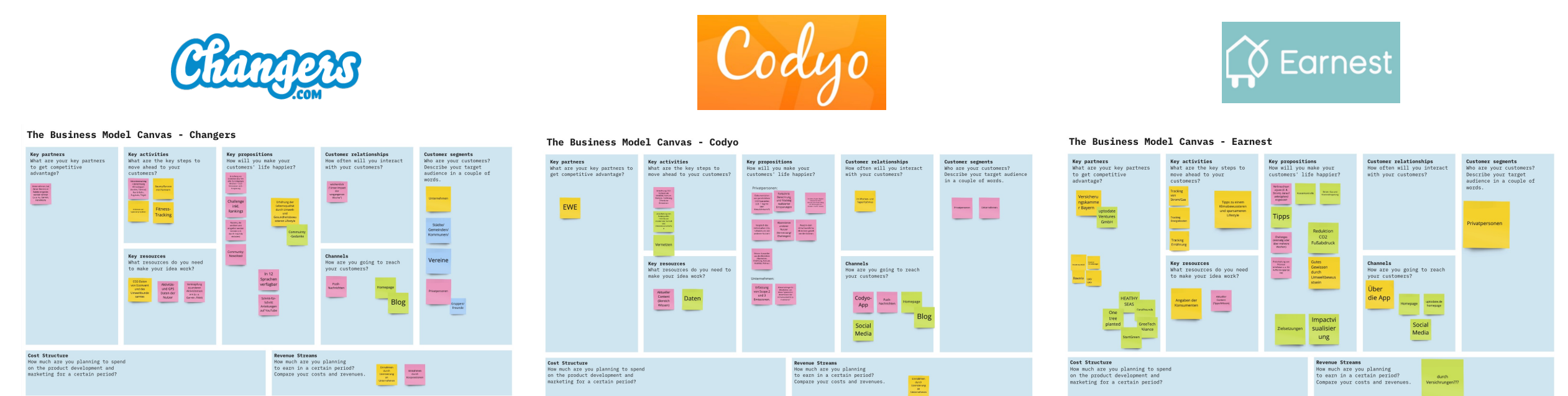
What's new? / Assessment

- A unique feature of the module is the role of the business partner. The business partner is both a challenge provider and a coach/teacher.
- Fully digital cooperation: teaching and collaboration
- Students learn and apply new agile methods, which are latest best practice methods
- Very positive evaluation of the result by by the business partner. Recommendations of the students were taken up directly by the internal start-up and have been considered in strategic decisions.
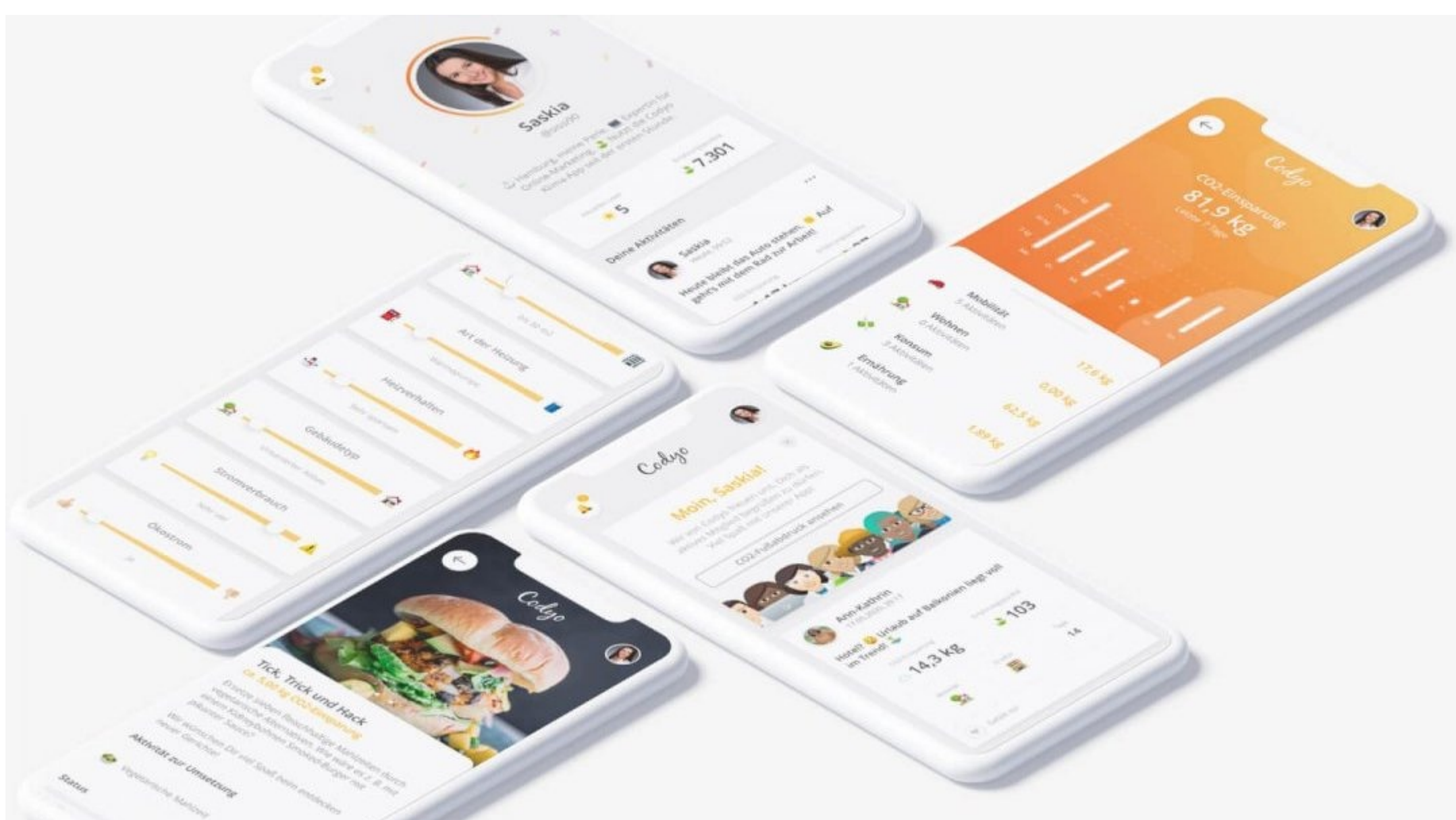
Lessons learned & Plans for Future

- In times of the corona-pandemic the digital implementation of the module was very successful. In the long term, offline events should also be integrated into the module.
- The personnel capacities are very high for the business partner. It is reduced in the second round and should be continued in the following rounds.
- The shift from ideation to the validation/implementation of the new ventures in the second round of the module leads to more directly usable results for the business partners.
- The difference between the project presentation and the scientific term paper could be clarified for the students in the future.
- Continuation of the business partner participation is conceivable due to the less personnel capacities and better usable results.