

# EEUK Advisory Council meeting

10:00 - 11:00am Wednesday, 7th September, 2022

GH014, Ground Floor

Emily Beaumont

The inaugural meeting of the EEUK Advisory Council. Invitation-only.

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## Registration, networking and lunch (including new delegates meet-up in Rm GH001 & track chair meeting in GH014)

12:00 - 1:00pm Wednesday, 7th September, 2022

Great Hall Galleries

New delegates meet-up in Rm GH001

*Please grab your lunch and join us for an informal hello, hosted by Dave Bolton, EEUK President Elect.*

Track chair meeting in GH014

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## Welcome and introduction to IEEC2022

1:00 - 1:20pm Wednesday, 7th September, 2022

Great Hall Auditorium

Welcome and introduction to the conference

Emily Beaumont, EEUK President

Gareth Trainer, Chair, IEEC2022 Committee

Welcome from Professor Helen Griffiths, Pro-Vice-Chancellor for Research & Innovation, Swansea University

Welcome from Vaughan Gething, Minister for the Economy of Wales

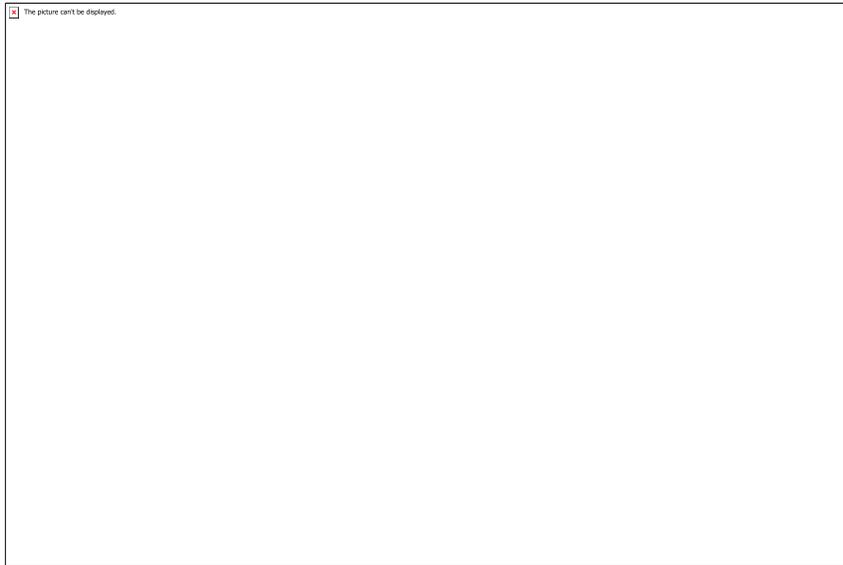
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# Keynote session - Professor Shai Vyakarnam

1:20 - 2:10pm Wednesday, 7th September, 2022

Great Hall Auditorium

Emily Beaumont



*Dr Shailendra Vyakarnam*

*Visiting Professor of Entrepreneurship, Cranfield University*

*Non Executive Director and Advisor to a range of early stage companies*

Dr Shailendra Vyakarnam is a leading enterprise educator with many years' experience working with businesses of all sizes and stages, bridging the gap between academia and industry. Shai's career in entrepreneurship development began, almost accidentally, when in the concluding chapter of his PhD, he recommended that Business Schools should take enterprise and new venture creation seriously if they were to be relevant to society. This was in 1987.

Since then, it has been a pioneering journey at a number of universities where his courses FOR entrepreneurship rather than ABOUT entrepreneurship have taken root. These include Cambridge, Reading, Cranfield and several other institutions, having established entrepreneurship centres at Nottingham Business School, Cambridge Judge Business School and most recently, as Director of the Bettany Centre for Entrepreneurship at Cranfield.

Shai was on the founding board of EEUK and for several years, was a board member at ISBE, the Institute for Small Business and Entrepreneurship.

<https://ieec.co.uk/2022-keynote-speakers/>

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# **EEUK - opportunities for the year ahead**

2:10 - 2:40pm Wednesday, 7th September, 2022

*Emily Beaumont, EEUK President*

Conference Logistics

*Rob Edwards, Conference Director*

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## **Refreshments break and networking**

2:40 - 3:10pm Wednesday, 7th September, 2022  
Great Hall Galleries

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## **Panel session: The Welsh Way**

3:15 - 4:00pm Wednesday, 7th September, 2022

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## **SEMINAR: Good Place Innovators – connecting enterprise and design through place-based pedagogy PECHAKUCHA: Supporting scale up through academic endeavour**

4:10 - 5:00pm Wednesday, 7th September, 2022

GH037, Ground Floor

Track 1: Enterprise and Entrepreneurship Education Research

Presentation type Seminar

Paul Jones, Peter McLuskie

*Dr Radka Newton, Lancaster University*

The seminar will present the outcomes of the project funded by EEUK Enterprise Education and Research fund aimed at accentuating design-informed entrepreneurial approaches to developing locally desirable and sustainable enterprising ideas addressing the needs of local communities.

The project has facilitated connections between enterprise and design and demonstrates the value of the complementarity of the two approaches resulting in more holistic and creative education provision.

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Supporting scale up through academic endeavour (PechaKucha)

**Emma Bonfiglio, Keele University**

**Dr Colin Rigby, Keele University**

This presentation will challenge the falsely implied binary between enterprise and academic activity. We argue that business scale up activities with an academically informed approach to enterprise offer significant benefits to the company and university.

These can not only support innovation at start up but support organisations that have a more developed knowledge infrastructure. We will discuss the competing agendas of Research and Enterprise and go on to explain how we turn business problems and opportunities into 'researchable dilemmas' to ensure the company gets the full benefit of the knowledge and rigor of the university. We will conclude by showing these agendas are not competing but together help us to achieve authenticity.

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# Harmonious Entrepreneurship online student competition

4:10 - 5:00pm Wednesday, 7th September, 2022

GH022, Ground Floor

Track 2: Extra and Co-Curricular Enterprise Education

Presentation type Seminar

Ruth Rowe, Emma Forouzan

Felicity Healey-Benson, University of Wales Trinity Saint David

Professor David A Kirby, University of Wales Trinity Saint David

Dr Nural Nisa Omar, University of Malaya-Wales

The session reports on a co-curricular EE programme, an online international Harmonious Enterprise competition. The competition has been beta-tested in the UWTSD and the University of Malaya-Wales.

We discuss the aims of this innovative project, and how it - contributes to the UN SDGs, - enriches opportunities for EE, and facilitates staff and student enterprise development. The event design, delivery, outcomes, lessons learned, and the plans for the future will be included, as well as organiser and participant reflections.

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# **Enterprise at the heart of Liverpool City Region - a collaborative approach to creating an ecosystem that supports co-founded start-ups by LJMU and UoL LCR Founders Project**

4:10 - 5:00pm Wednesday, 7th September, 2022

GH018, Ground Floor

Track 3: Supporting start-up growth and scale-up

Presentation type Seminar

Paige Windiate, Angus Phillips

Alison Pountney, University of Liverpool/Liverpool John Moores University

Susan Trish, Liverpool John Moores University

Waf Njonjo Shaw, Liverpool John Moores University

Isobel Hall, Liverpool John Moores University

Supporting the growth of co-founded start-ups by helping students and grads understand the difference between a hustle business, which are mostly unfunded solopreneur side activities and cofounded high growth funded businesses that endure beyond university into their graduate years.

Developing an extensive ecosystem across the Liverpool City Region who all have investment in cross sector collaboration, regeneration and sustainable growth. Helping the economic growth of the city, by not only creating new businesses but supporting our ecosystem and keeping student and graduate talent in the city

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## **Insights from Embedding Research Impact and Sustainability into Engineering Education**

4:10 - 5:00pm Wednesday, 7th September, 2022

GH029, Ground Floor

Track 4: UN Sustainable Development Goals (SDGs) and the  
Role of Enterprise Education

Presentation type Seminar

Chris Moon, Kelly Smith

Professor Simon Philbin, London South Bank University

The seminar will provide insights and lessons learned from a recent initiative to embed research impact and sustainability into engineering education.

This involved creation of a new lecture and tutorial session covering research impact, sustainability and the SDGs as part of an existing masters level engineering module as well as development of accompanying assessment material.

The seminar will also include background material on research impact and sustainability, including the SDGs and related concepts such as the triple bottom line.

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## **The Future is Freelance**

4:10 - 5:00pm Wednesday, 7th September, 2022

GH001, Ground Floor

Track 5: Enterprise for the 21st Century Workforce

Presentation type Interactive

Jerry Allen, Will Pritchard

This thought-provoking and inspirational workshop will reveal how Sheffield Hallam University implemented a fast-growth freelancing platform for students and graduates, helping you to identify opportunities for your own institution, discover barriers, explore solutions and create an action plan for success.

Winner of Outstanding Entrepreneurial University 2021, SHU developed a range of initiatives to prepare and support student and graduate freelancers. Led by the architects of Hallam Freelancers, this workshop will help you take your enterprise offer to the next level.

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## **Nurturing Engagement with Enterprise Education: reflecting on current and future practice**

4:10 - 5:00pm Wednesday, 7th September, 2022

GH014, Ground Floor

Track 6: Enterprise & Entrepreneurship Teaching and Curriculum

Presentation type Interactive

## Carrienne Wallace, Lauren Davies

Dr Gosia Mitka, University of St Andrews

Dr Shruti Narayanswamy, University of St Andrews This session aimed at Professional Services and Academic colleagues will facilitate a reflection on how we can promote engagement with Enterprise Education initiatives at our institutions, through a process of identifying, mapping, and reflecting on current practices and challenges.

An output from the session will be a resource which can be embedded on the EEUK website. The session will be structured as followed: 5-min introduction, - 25-min guided interactive activities (poll and breakout discussions), - 20-min for sharing discussion findings and debrief

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## Sunset Social drinks reception and networking

7:00 - 9:30pm Wednesday, 7th September, 2022

Join us on the beachfront to sample the finest food and drink from Swansea's thriving pop-up scene. Connect with friends old and new whilst watching the sun set over the bay.

We are delighted to be hosting this year's reception to recognise the huge contribution made to EEUK by Kate Beresford.

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## Sunrise Mindfulness session 07:30am - 08.30am

7:30 - 8:15am Thursday, 8th September, 2022

Start your day off with a glorious Sunrise Mindfulness session with Lowri Wilkie on the second day of IEEC2022!

About this event

Swansea University and IEEC2022 will be hosting a Sunrise Mindfulness Session on the morning of Thursday 8th of September for the guests of the conference where you will get the opportunity to start the morning in the best possible way with some yoga and meditation!

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## Registration

8:15 - 8:45am Thursday, 8th September, 2022

Great Hall Ground Floor Reception Area

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# Welcome to day delegates and briefing

9:00 - 9:15am Thursday, 8th September, 2022

Great Hall Auditorium

*Chair: Megan Powell Vreeswijk, EEUK Vice President*

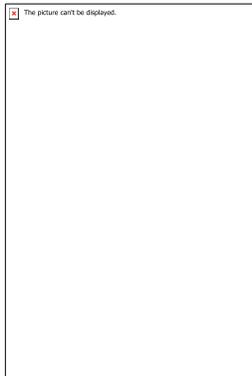
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## Keynote session - Dr Phil Budden

9:15 - 10:00am Thursday, 8th September, 2022

Great Hall Auditorium

Megan Powell Vreeswijk



*Dr Phil Budden*

Senior Lecturer, Technological Innovation, Entrepreneurship, and Strategic Management, MIT Management Sloan School.

Phil Budden is a Senior Lecturer at MIT's Management School, in Sloan's TIES (Technological Innovation, Entrepreneurship and Strategic-management) Group, where he focuses on 'innovation-driven entrepreneurship' (IDE) and innovation ecosystems.

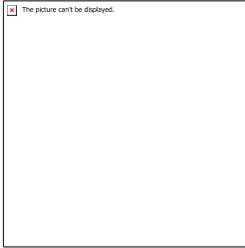
<https://ieec.co.uk/2022-keynote-speakers/>

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## Keynote session - Dr Shima Barakat

10:00 - 10:55am Thursday, 8th September, 2022

## Great Hall Auditorium Megan Powell Vreeswijk



Dr Shima Barakat

*Food Enterprise Manager and Director of the Entrepreneurship for Sustainability Programme, Institute for Manufacturing, University of Cambridge*

Dr. Shima Barakat, MBA is an entrepreneur, director and academic obsessed with making the world a better place. Her experience is in how the environment (planet) as a strategic issue is understood and integrated into organization strategy through how people understand and interact with it.

<https://ieec.co.uk/2022-keynote-speakers/>

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## Refreshments break and networking

11:00 - 11:30am Thursday, 8th September, 2022

Great Hall Galleries

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## Designing imaginative EntEd by listening, writing and publishing a book; let's get you started.

11:35am - 12:25pm Thursday, 8th September, 2022

GH001, Ground Floor

Track 1: Enterprise and Entrepreneurship Education Research

Presentation type Interactive

Paul Jones, Peter McLuskie

Professor Andy Penaluna, University of Wales Trinity Saint David  
Dr Kathryn Penaluna, University of Wales Trinity Saint David

In the spirit of EEUK's IEEC, sharing thoughtful expertise is one way to achieve meaningful development.

However, unless added to the ETC Toolkit, we ask what survives and what evolves beyond academic papers - noting these may take many years to pass through peer review.

One solution is to publish edited volumes that speak from the heart of the educator. These can be more immediate, emotionally valid, context appropriate and personal. Want to learn how to do it?

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## **It's Education but not as we know it!**

11:35am - 12:25pm Thursday, 8th September, 2022

GH029, Ground Floor

Track 2: Extra and Co-Curricular Enterprise Education

Presentation type Interactive

Emma Forouzan, Ruth Rowe

Lynda Povey, University of Portsmouth  
Eilish Gorse, University of Portsmouth

Supporting the development of enterprising mindsets cannot be underestimated. This interactive/ practical workshop will help create ways of developing this mindset in more students/staff than you thought possible. Hear how a cross-institutional team at the University of Portsmouth designed and delivered an innovative, agile, programme with over 170 registrations in 3 months. What were the challenges (many)? What have we learnt (a lot)? Hear directly from participants (the good, the bad and the ugly) and create your very own version.

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## **PECHA KUCHA SESSION**

11:35am - 12:25pm Thursday, 8th September, 2022

GH043, Ground Floor

Track 3: Supporting start-up growth and scale-up

Presentation type PechaKucha

Paige Windiate, Angus Phillips

**Enterprise at the heart of Liverpool City Region**  
*Alison Pountney, University of Liverpool*

How we have created a collaborative approach to creating an ecosystem that supports co-founded start-ups by LJMU and UoL. The LCR Founders team will share our experiences working with students, graduates and Alumni from LJMU and UoL on our EDRF funded project. The project takes a unique approach to business start-up by facilitating co-founders to start up enterprises together. Project participants work collaboratively within a supportive eco-system the Liverpool City Region to build networks, teams and acquire funding. The presentation will examine the successes and challenges of building a co-founder community and raising awareness in a student population that may not always see enterprise as a viable and career option. Purpose : Student focused: caring for our students to give them a transformational University experience; Inclusive: embracing and respecting diversity; Community: making a difference to people's lives;ourageous: speaking out boldly and acting for change

### **UNpreneur x Sheffield Hallam University / Scaling a Monster Inter-University Bootcamp for UK Entrepreneurs**

*Darren Chouings, Sheffield Hallam University  
Kallum Russell, UNpreneur*

At Sheffield Hallam University, we have been providing award winning support to entrepreneurs and start-ups with the ambition and potential to scale up their business. During this presentation, Darren and Kallum will share their experience in scaling the Inter-University bootcamp and their approach to using new engagement methods and delivery technology. They will present how to add further value to student/graduate entrepreneurs, whilst encouraging and supporting them to connect with a UK wide network of like-minded bootcampers.

### **The use of (immersive) technology to support students and graduate on their start up journey**

*Paul Graham, University of Sunderland*

The theme will discuss how the Digital Incubator at the University of Sunderland has supported students and graduates in their start up journey. We will discuss the technology rich facility that the University has heavily invested in which sits within the school of Technology. Along side the state of the art facility the University has a dedicated senior lecturer (myself) who mentors the business start ups. We also have a weekly programme of events, a day of 1:1 coaching available to members which has been really successful when ran digitally throughout the pandemic. Now we have returned to work we have invested in an 'Igloo' which is an immersive space that is used to support Digital Incubator members and the wider University community. Think a Virtual Reality headset without a headset barriers in an environment where you can interact with others in a different teaching and learning environment.

### **Enterprise Skills in Refuge – key lessons learned from running a start-up programme for refugees**

*Jane Brown, Nottingham Trent University*

The presentation will highlight the key lessons learned during the Enterprise Skills in Refuge programme which was delivered to a group of Syrian Refugees in Nottingham in Partnership with Nottingham and Nottinghamshire Refugee Forum. The programme took place online during the covid lockdown in 2020 and presented many challenges to both the participants and partners. The presentation will also look at what has happened since then and plans for future programmes.

### **The role of enterprise education in the 90% failure rate of business**

*James McMillan, myNexus Limited*

Entrepreneurial skills and capabilities are what bind the challenges of accelerating, funding, and growing an early stage business: i) We need to reframe the idea that only 10% of businesses succeed, that figure could be higher if we take active steps to improve it, ii) Measuring enterprising skills and capabilities will be mission critical to future economic growth, iii) You may not be able to teach someone to be an entrepreneur, but you can (and must) provide them the practical experiences to learn, iv) There is no such thing as being 'investment ready' only stages of maturity, v) Startups don't fail because of a lack of money, they run out of money because they've failed within the time constraints that money affords them, vi) Understanding the differences between humans and personalising the education experience is how we'll improve success

### **What can we learn from an entrepreneurship programme delivered in Peru?**

*Dr Fabio Bianchi, Oxentia Ltd*

In this session, we discuss the design and delivery of an entrepreneurship programme in Peru for 100 individuals. Our journey introduces us to innovation professionals in Peru, the challenges they face when taking innovations to market and, how they

leverage the resources in their ecosystem to achieve their goals. We explore how strengthening the capacity to create and manage innovation, creates long-term and impactful relationships between entrepreneurs, academia, funders and industry. Our experience in delivering this programme informs entrepreneurship teaching in general and allows us to focus on delivering impact as defined by UN SDGs.

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## **Sustainable Entrepreneurship: Embedding Agri-food Innovation across enterprise curriculum**

11:35am - 12:25pm Thursday, 8th September, 2022

GH022, Ground Floor

Track 4: UN Sustainable Development Goals (SDGs) and the Role of Enterprise Education

Presentation type Interactive

Chris Moon, Kelly Smith

Dr Suneel Kunamaneni, University of Manchester  
Dr Alfred Chinta, Leeds Beckett University

The future of food and agriculture production will be greatly impacted by population growth and climate change. With more mouths to feed and limited natural resources and change in weather patterns, we need new business models and technologies to grow more food with less waste.

This interactive session will provide insights into key analytical tools for opportunity evaluation and how agri-food innovation and entrepreneurship ideas benefitted from them across Level 6 and 7 modules. We critically look at student output.

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## **Growing crystals in the classroom: Negative dialectics and the emergent learning of inclusive enterprise**

11:35am - 12:25pm Thursday, 8th September, 2022

GH018, Ground Floor

Track 5: Enterprise for the 21st Century Workforce

## Presentation type Seminar

### Jerry Allen, Will Pritchard

*Dr David Atkinson*  
*York St John University*

This seminar will present, and invite critical discussion on, the outcome of a new 2nd Year Undergraduate module in Business, Creativity and Opportunism for the Workplace.

While meeting specified entrepreneurial and enterprise requirements, the content has been grounded in a philosophy of artistic work, a non-normative ontology of Socially Negotiated Alternativism, and influenced by a methodology of Applied Negative Dialectics.

Here, the concept being taught is re-presented as an emergent non-concept, through a learning focus on its conditions of emergence.

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## The Bristol Innovation Degrees: 6 Years On, What Have We Learned?

11:35am - 12:25pm Thursday, 8th September, 2022

GH011, Ground Floor

Track 6: Enterprise & Entrepreneurship Teaching and Curriculum

Presentation type Seminar

Carrienne Wallace, Lauren Davies

Dave Jarman, University of Bristol

Since 2016 the Centre for Innovation and Entrepreneurship at the University of Bristol has pioneered a suite of 14 'with Innovation' undergraduate Masters programmes combining traditional disciplines from History to Physics with an innovation curriculum mixing design and systems thinking, user research, and entrepreneurial venture creation.

6 years, 3 graduating cohorts, and a pandemic later what have we learned? Has it worked?

The academic team discuss ambitions realised and thwarted, systems tested to destruction, delights and frustrations along the way.

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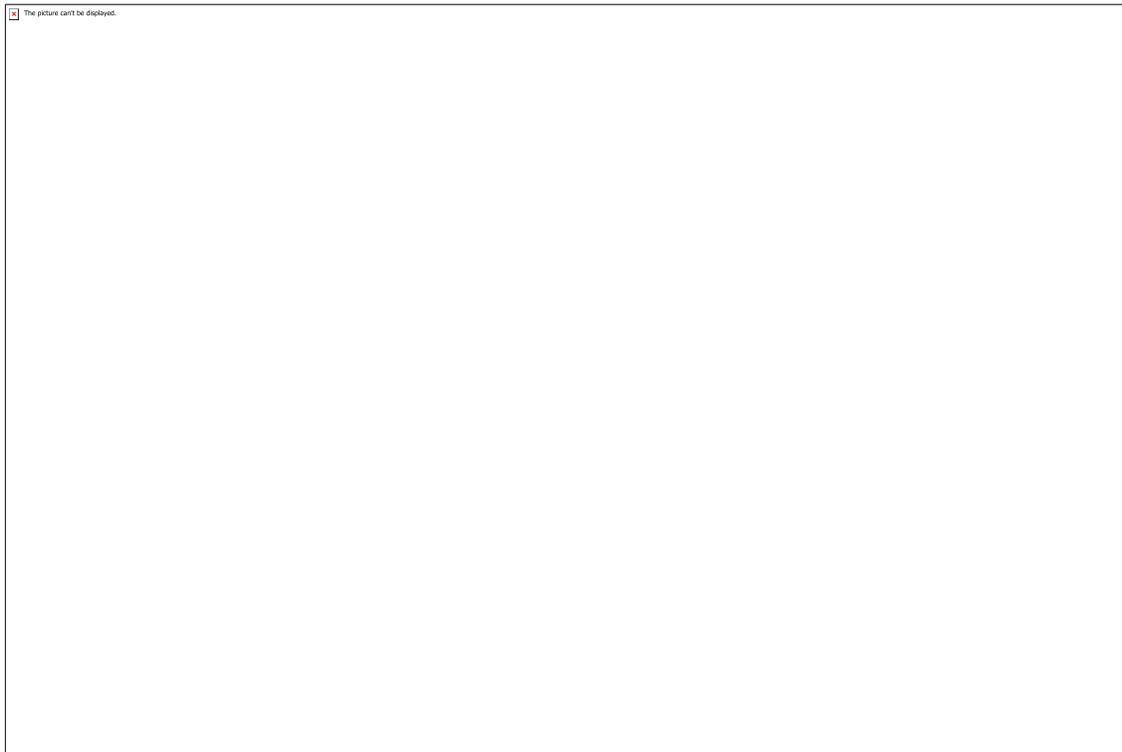
## Lunch and networking

12:25 - 1:40pm Thursday, 8th September, 2022  
Great Hall Galleries

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## **EEUK Policy Update from Alison Price**

1:40 - 2:00pm Thursday, 8th September, 2022  
Great Hall Auditorium



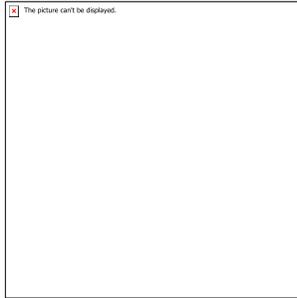
Join EEUK Head of Policy & Professional Development Alison Price for her regular update on all things policy-related!

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## **Keynote session - Joelle Drummond & Sarah Drummond**

2:00 - 2:40pm Thursday, 8th September, 2022  
Great Hall Auditorium

Dave Bolton



*Joelle Drummond and Sarah Drummond  
Co-Founders, Drop Bear Beer Co.*

Joelle Drummond and Sarah Drummond are multi-award-winning entrepreneurs and the founders of Drop Bear Beer Co.

A shining example of true entrepreneurship, they created Drop Bear with just a big saucepan and an even bigger dream in their kitchen. Drop Bear is now a leading alcohol-free beer brand with global distribution and has raised over £2m investment.

<https://ieec.co.uk/2022-keynote-speakers/>

<https://www.dropbearbeers.com/>

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## **The 3 E's; Enterprise, Entrepreneurship, and Employability according to Careers Professionals in UK HE**

2:45 - 3:35pm Thursday, 8th September, 2022

GH001, Ground Floor

Track 1: Enterprise and Entrepreneurship Education Research

Presentation type Interactive

Paul Jones, Peter McLuskie

This interactive session presents and facilitates discussion on the findings of The 3 E's; Enterprise, Entrepreneurship, and Employability project.

Dr Emily Beaumont, University of Gloucestershire  
Helen Hook, University of Birmingham

The project, conducted by the AGCAS Enterprise and Entrepreneurship Task Group, explored the understanding of, and relationship between the 3 E's according to Careers Professionals within UK Higher Education Institutions.

This session will be a continuation of the 3E project as the facilitated discussion of the results by attendees will be recorded, transcribed, and analysed.

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## **Building great student knowledge exchange projects: insights from the SETsquared IKEEP programme**

2:45 - 3:35pm Thursday, 8th September, 2022

GH029, Ground Floor

Track 2: Extra and Co-Curricular Enterprise Education

Presentation type Seminar

Emma Forouzan, Ruth Rowe

Korneel Verhaeghe, University of Exeter

Joe Pearce, University of Exeter

The IKEEP programme was developed as a result of an OfS Student Engagement in Knowledge Exchange (SEKE) award. Delivered across the Universities of Bath, Bristol, Exeter and Surrey, IKEEP has trained over 1,850 students in 18 months on the topic of “intrapreneurship”.

Based on analysis and learnings from the IKEEP programme, we will share best practice for writing evidence-based funding applications and creating well-rounded projects, covering key factors to improve the reach, inclusivity, relevance and impact assessment of enterprise programmes.

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## **Sustainable Enterprise London Festival (Business of Creative Industries): A model for supporting enterprises and enterprise teaching**

2:45 - 3:35pm Thursday, 8th September, 2022

GH043, Ground Floor

Track 3: Supporting start-up growth and scale-up

Presentation type Seminar

# Angus Phillips, Paige Windiate

Siân Prime, Goldsmiths, University of London  
Adrian De La Court, Goldsmiths, University of London

The seminar leaders used lockdown as an opportunity to review the relationship of university teaching to local enterprise development.

This seminar explores the delivery of sessions to local, global enterprises and students together. How to bring artistic improvisation to notions of enterprise. It gives insights in to teaching and how Sustainable Enterprise London Festival (SELF) and a 30 credit module – Business of Creative Industries - was created to great success and supported learning about resilience, sustainability and wellbeing in enterprise.

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## **Creating a movement: How to mobilise your entrepreneurial community to act on Sustainability (Seminar); Social Integration of Refugees via Education and Self- Employment (PechaKucha)**

2:45 - 3:35pm Thursday, 8th September, 2022

GH022, Ground Floor

Track 4: UN Sustainable Development Goals (SDGs) and the Role of Enterprise Education

Presentation type Seminar

Kelly Smith, Chris Moon

*Katherine Horsham, King's College London*  
*Nina Lanzon, King's College London*

More action, together, and now; that is what we need to stand a chance of delivering the UN SDGs. The more entrepreneurial mindsets we can cultivate and the more entrepreneurial people we can mobilise, the better.

This session explores how the King's Entrepreneurship Institute has created a community of sustainability-conscious entrepreneurial thinkers while remaining sector agnostic, by setting the expectation that everyone in the department and every idea needs to engage with this important.

PechaKucha session  
Social Integration of Refugees via Education and Self- Employment (SIREE)  
*Rachel Brown, University of Greenwich*

This presentation will summarise learnings and outcomes of the Interreg 2 Seas SIREE project, led by the University of Greenwich, which explored the impact that education and self-employment support can have on the integration of refugees. Through the project over 150 refugees and migrants in the UK, France, the Netherlands and Belgium have developed entrepreneurial skills and launched new businesses via mentoring, regional networks and a new tailored multi-lingual website.

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## **Using experiential approaches to engage hidden talent**

2:45 - 3:35pm Thursday, 8th September, 2022

GH018, Ground Floor

Track 5: Enterprise for the 21st Century Workforce

Presentation type Interactive

*Dr Amanda Berry, Loughborough University*  
*Paul Brough-Jones, SimVenture*

The majority of enterprise education initiatives focus on undergraduate students but our Universities have many other cohorts of students who deserve our attention. Students at all levels can benefit from the skill development that enterprise education brings, and you never know where it will lead.

We will explore these non-traditional audiences and show how we have used a digital simulation package, coupled with an element of competition to inspire some unlikely groups.

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## **Enterprise Education ‘buy in’ for academic staff – how, what, where, when!**

2:45 - 3:35pm Thursday, 8th September, 2022

GH011, Ground Floor

Track 6: Enterprise & Entrepreneurship Teaching and Curriculum

Presentation type Interactive

Lauren Davies, Carrienne Wallace

Sarah Agar-Brennan, University of Huddersfield

This session provides an opportunity for IEEC delegates to exchange knowledge in an informal setting, discussing the important and on-going challenges of embedding EE in the curriculum.

Using an interactive workshop format, up-to-date intelligence on key issues, best practise and ideas for the future will be shared and debated. The results of which will be collated and distributed to delegates to drive greater engagement, awareness and outputs for EE.

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## Refreshments break and networking

3:40 - 4:10pm Thursday, 8th September, 2022

Great Hall Galleries

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## **HE-BCI major review - show and tell: How can metrics help showcase the best of KE, support policy development, and give providers a competitive edge?"**

4:15 - 5:05pm Thursday, 8th September, 2022

GH001, Ground Floor

Track 1: Enterprise and Entrepreneurship Education Research

Presentation type Interactive

Paul Jones, Peter McLuskie

Hannah Browne, HESA (Higher Education Statistics Agency)

Engaging with KE experts is a key part of the HESA review of the HE-BCI survey.

In this session we will present our project milestones and discuss our key findings from the project to date. The session will feature roundtable discussions to verify some of the areas we have identified as priorities and test our developing ideas for improvements to the data.

We invite attendees to come prepared to share their uses of the dataset and recommendations for improvement.

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# **Influence – marketing is a game, but can you play it successfully?**

4:15 - 5:05pm Thursday, 8th September, 2022

GH014, Ground Floor

Track 2: Extra and Co-Curricular Enterprise Education

Presentation type Interactive

Ruth Rowe, Emma Forouzan

Steve Aicheler, Cardiff Metropolitan University  
Hannah Laura Willis, Cardiff Metropolitan University

Come and play the game of Influence™, the board game which teaches marketing principles in an engaging and interesting way.

Combining the AIDA model, plus Place and Promotion (4 P's) in an active learning environment this game is designed to help non-business students gain a quick understanding of key marketing principles.

Test your imagination to come up with Boost and Oh Sh!™ cards to 'influence' the game. Does it work? Come and play along and give us your feedback.

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# **How to set up and develop a successful Entrepreneurs in Residence Programme**

4:15 - 5:05pm Thursday, 8th September, 2022

GH043, Ground Floor

Track 3: Supporting start-up growth and scale-up

Presentation type Interactive

Angus Phillips, Paige Windiate

Eilish Gorse, University of Portsmouth  
Lynda Povey, University of Portsmouth

The interactive, practical workshop will explore how to develop a successful Entrepreneurs in Residence (EIR) programme and the benefits that such collaboration offers to staff, students and the EIRs themselves.

We will discuss some recent exciting student – EIR case studies and the benefit gained from such interaction. The impact of this programme is wider in terms of local businesses and communities. This is a constantly developing area and this is an opportunity to come together and share ideas and feedback.

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## **Socialising entrepreneurial ecosystems: learnings from a global programme**

4:15 - 5:05pm Thursday, 8th September, 2022

GH022, Ground Floor

Track 4: UN Sustainable Development Goals (SDGs) and the  
Role of Enterprise Education

Presentation type Interactive

Chris Moon, Kelly Smith

Dr Fabio Bianchi, Oxentia Ltd

We often consider entrepreneurial and innovation ecosystems as existing in isolation, and that “competing” ecosystems are models to be copied.

However, sustainable ecosystem development can occur through “ecosystem socialisation”: identifying “donor” ecosystems from which resources can be borrowed and integrated.

In this session, drawing upon learnings from a global entrepreneurship educator’s programme, participants evaluate the missing blocks of their own ecosystems, and then engage with other participants to evaluate the possibility of “borrowing” elements from each other.

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## **‘Killing me softly with assessment’; employability skill strangulation by traditional assessment methods...**

4:15 - 5:05pm Thursday, 8th September, 2022

GH018, Ground Floor

Track 5: Enterprise for the 21st Century Workforce

## Presentation type Interactive

### Jerry Allen, Will Pritchard

*Natasha Hashimi, Cardiff Metropolitan University*  
*Zoe Blackler, Cardiff Metropolitan University/Coleg Gwent*

When we are trying to teach enterprise education innovatively to retain engagement and increase grades, is it archaic to be using traditional portfolios and essays to assess innovative learning?

This session will explore alternative assessment methods that give the power of choice to the student to select assessment methods that will play to their strengths, whilst providing them with an opportunity to apply theoretical knowledge to develop intrapreneurial behaviours.

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# 7 Skills of an Entrepreneurial Mindset: How King's College is Taking Enterprise Education to the Masses

4:15 - 5:05pm Thursday, 8th September, 2022

GH011, Ground Floor

Track 6: Enterprise & Entrepreneurship Teaching and Curriculum

Presentation type Seminar

Carrienne Wallace, Lauren Davies

Rachel Stockey, King's College London

Our Seven Skills of an Entrepreneurial Mindset model, launched in 2019, now underpins everything that we do in the Entrepreneurship Institute.

It defines what we mean by entrepreneurial skills and shows how enterprise education can be relevant to everyone.

In this session we will tell you how the framework was designed, how we have used it to develop innovative programmes, move into the curriculum, improve our impact measurement and level up the student experience.

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## Drinks Reception

7:00 - 7:30pm Thursday, 8th September, 2022  
Great Hall Galleries

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## **IEEC2022 Gala Dinner & National Enterprise Educator Awards**

7:30 - 11:59pm Thursday, 8th September, 2022  
Great Hall Auditorium

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## **Registration, networking & refreshments**

8:45 - 9:10am Friday, 9th September, 2022  
Great Hall Galleries

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## **Welcome to day delegates**

9:15 - 9:25am Friday, 9th September, 2022  
GH043, Ground Floor

*Chair: Gareth Trainer, Chair, IEEC2022 Committee*

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## **Insights on increasing engagement with enterprise education in the arts, humanities, and social sciences (an EEUK funded project)**

9:30 - 10:20am Friday, 9th September, 2022  
GH022, Ground Floor

Track 1: Enterprise and Entrepreneurship Education Research

## Presentation type Seminar

### Paul Jones, Peter McLuskie

Dr Andrea Macrae, Oxford Brookes University  
Dr Mircea Scrob, University of Birmingham  
Ms Helen Hook, University of Birmingham

Discover new, research-grounded recommendations for more effectively engaging arts, humanities and sciences students with enterprise education.

These recommendations were developed through an EEUK-funded project which generated fresh data through student surveys, and focus groups with students and academic staff, at Oxford Brookes University and University of Birmingham.

We turn insights on staff and student understanding of and attitudes towards enterprise education, and underlying barriers, deterrents, attractors and enablers, into recommendations for effective design and communication of different enterprise education opportunities.

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# **SEMINAR: Tentacles of enterprise for the ears! A how to guide on creating or being part of a podcast. PECHA KUCHA: 10 mistakes I made as a new enterprise educator (and how I'm fixing them)**

9:30 - 10:20am Friday, 9th September, 2022

GH001, Ground Floor

Track 2: Extra and Co-Curricular Enterprise Education

Presentation type Seminar

Ruth Rowe, Emma Forouzan

*Diana Pasek-Atkinson, Nottingham Trent University*

Thinking about podcasting? It's a great way to expand your offer and reach the ears of your audience at their convenience!

Join Diana for a step-by-step guide to creating a podcast including; research, format, production and promotion.

The Octopus of Enterprise podcast, launched in July 2021 by NTU covers topics in business and enterprise in a relaxed discussion-based format. Its sister The Octopus of Enterprise Educators is for those who help anyone and everyone to understand enterprise and business, in education and beyond.

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*Andy Mew, University of Essex*

10 mistakes I made as a new enterprise educator (and how I'm fixing them) As enterprise educators we often tell students to reflect on the mistakes they made. What went wrong? What did they learn? How will they change things? But how often do we, the educators, reflect on the errors we make or the assumptions that are incorrect?

This PechaKucha presentation is an honest review of my last three years as an enterprise practitioner, looking at the mistakes I made when I first started, how I reflected on them, and how I worked with my team to build an emerging enterprise education offer at the University of Essex. It is designed to share these mistakes with both new and experienced practitioners to recognise the common pitfalls we can trap ourselves in, but also new ways of thinking, working and – of course – the importance of a good (EEUK) network

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## PECHA KUCHA SESSION

9:30 - 10:20am Friday, 9th September, 2022

GH043, Ground Floor

Track 4: UN Sustainable Development Goals (SDGs) and the Role of Enterprise Education

Presentation type PechaKucha

Chris Moon, Kelly Smith

### **How can EE respond to the climate and ecological emergency?**

*Catherine Brentnall, University of Huddersfield*

The IPCC (Inter-governmental panel for Climate Change), models future climate scenarios dependant on action taken to reduce (or not) carbon emissions which cause global heating. It says that if society continues on the fossil fuel development pathway it is on, global heating is likely to exceed 3+ degrees. Rapid and sustained de-carbonisation is needed to 'secure a liveable future' (IPCC, 2022). What does this mean for the work of enterprise and entrepreneurship educators? How do we respond to the climate and ecological emergency? Can, and how does, EE play its part in transforming the development pathway of society so that the entrepreneurial opportunities that are created support human flourishing and a liveable planet? This Pecha Kucha introduces early work to explore these issues with enterprise and entrepreneurship educators and invites participants to join an informal practice/research group who wish to explore this important/urgent topic.

### **Enterprise Engineering Education for "industry-ready" graduates with global citizenship**

*Dr Hadi Abulrub, University of Bristol*

This presentation offers a practice-based, educational perspective on designing Enterprise Engineering Education empowered by the UN Sustainable Development Goals (SDGs) in its core. Future Engineers with the purpose of achieving the UN SDGs need to be skilled with enterprise learning. One of the key components in measuring the success of Engineering Enterprise pedagogies is its ability to deliver "industry-ready" engineering graduates. They need to be equipped with the knowledge, ethics, and tools to deliver sustainable engineering and must be capable to introduce their innovation to the market through viable sustainable business models. The presenter will offer insights into delivering enterprise education for engineers that inspires them to take an all-inclusive thinking approach to existing, growing, and imminent technological challenges while also

developing their abilities to lead the critical conversation on multi-layered issues of sustainable resources, environmental impacts, and global citizenship.

#### **A Journey into The EntreComp Community**

*Elin McCallum, Bantani Education*

To move forward we must learn and innovate. To do this we must network and collaborate. This presentation will take participants on an experiential journey into the new EntreComp Community. Through images, it will share the spirit and philosophy of this new community of people and partners. It will open up the value of: - Building an ecosystem of educators and organisations from all walks of learning, -Reflecting on the value of sharing and learning towards collaboration and innovation, -Aligning and shaping entrepreneurial learning towards action and impact across the SDGs, - Being recognised for practice and excellence. The presentation will challenge participants to reflect and reconsider how they can engage, support and learn with the global community interested in or involved in entrepreneurial learning. It is a call to action to drive progress and change, alongside hundreds of other from across Europe and the world.

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## **Into the Uncertain**

9:30 - 10:20am Friday, 9th September, 2022

GH018, Ground Floor

Track 5: Enterprise for the 21st Century Workforce

Presentation type Seminar

Jerry Allen, Will Pritchard

*Simon Harrison, Lancaster University*

*Amanda Brooks, Lancaster University*

*Lucy Hutchinson, Lancaster University*

How do you prepare students to step into VUCA environments and thrive?

In this session, you will hear about the experiences of Lancaster University's first cohort of Engagement Fellows; a multidisciplinary team whose individual skills, knowledge and experience were enhanced by a common foundation in entrepreneurial competencies, tools and approaches, and who applied these in collaborating with a group of hospitality businesses in Cumbria seeking to reduce the carbon footprint of their local visitor economy

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## **Embedding Responsibility in Entrepreneurship Education**

9:30 - 10:20am Friday, 9th September, 2022

GH029, Ground Floor

## Track 6: Enterprise & Entrepreneurship Teaching and Curriculum

Presentation type Seminar

Lauren Davies, Carrienne Wallace

Dr Andreas Walmsley, Plymouth Marjon University  
Dr Christopher Moon, University of Middlesex  
Professor Paul Jones, Swansea University

Entrepreneurship is commonly regarded as a force for good; it is typically associated with progress and economic development.

There is a danger however that when extolling its virtues, its 'dark side' is neglected. Here we explore the concept of responsibility and how it may be embedded in entrepreneurship education to avoid entrepreneurship being misused as vehicle solely for self-enrichment.

How to safeguard entrepreneurship's ability to drive forward progress while avoiding harm lies at the heart of this seminar.

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## Refreshment break and networking

10:25 - 10:55am Friday, 9th September, 2022

Great Hall Galleries

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## Visual representations of Identity in Enterprise and Entrepreneurship Education

11:00 - 11:50am Friday, 9th September, 2022

GH014, Ground Floor

Track 1: Enterprise and Entrepreneurship Education Research

Presentation type Interactive

Paul Jones, Peter McLuskie

Dr Peter McLuskie, Keele University  
Dr Sarah Preedy, University of Plymouth

The majority of Enterprise Education pedagogies focus on the tools of entrepreneurship: creativity and innovation, venture and value creation, business functions such as marketing and finance and entrepreneurial competences including attitudes towards risk, autonomy, etc.

However, it could be argued that a key element of acting entrepreneurially is the possession of an entrepreneurial identity.

This session will be based around the authors' recent research exploring entrepreneurial identity and will explore the ways in which image creation might support students in their entrepreneurial identity work.

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## **What are the barriers to engagement with entrepreneurship and enterprise education?: A case study with students from three creative industries HEIs**

11:00 - 11:50am Friday, 9th September, 2022

GH029, Ground Floor

Track 2: Extra and Co-Curricular Enterprise Education

Presentation type Interactive

Ruth Rowe, Emma Forouzan

Dr Michelle Phillips, Royal Northern College of Music

No matter the quality, timing, or careful design of entrepreneurship and enterprise education, barriers may prevent students from engaging with such delivery.

This paper will present findings of various data collections about barriers that may have prevented creative industries students from the Royal Northern College of Music, Royal Central School of Speech and Drama, and University of the Arts London from accessing activities as part of the StART Entrepreneurship Project, and invite discussion about the wider sector, and potential solutions.

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## **Enterprise Tools for Criminology Curriculum & Mapping and Integrating Curricular and Extra-Curricular Doctoral Enterprise Education**

11:00 - 11:50am Friday, 9th September, 2022  
GH018, Ground Floor  
Presentation type Interactive

Mapping and Integrating Curricular and Extra-Curricular Doctoral Enterprise Education

*Christina Starko, Edinburgh Innovations (EI)*  
*Dr Max Chan, Edinburgh Innovations (EI)*

The session aims to share insights from the research supported by the EEUK EERPF in 2021/2022. The project, a collaboration between the University of Edinburgh Business School and Edinburgh Innovations, aims to map out, align and integrate curricular and extra-curricular enterprise/entrepreneurship education for PhD students in a multi-disciplinary and inter-faculty context at the University of Edinburgh. We develop different models of enterprise education across curricular and extra-curricular provisions, which would help to improve PhD students' enterprise learning experiences.

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## PECHA KUCHA SESSION (GH043) / Vision 100% interactive session (GH011)

11:00 - 11:50am Friday, 9th September, 2022  
GH043, Ground Floor  
Track 5: Enterprise for the 21st Century Workforce  
Presentation type PechaKucha  
Will Pritchard, Jerry Allen

**\*\*Note there are two concurrent sessions running in Track 5 at 11am on Friday the 9th\*\***

The Pecha Kucha presentations will be in Room GH043 (details below).

The interactive session, 'Vision 100% - how we reached every student at our university with innovation and entrepreneurship' by Prof. Dr. Nils Högsdal & Hannah Laura Schneider will be in Room GH011 (details below).

### PECHA KUCHA SESSION (ROOM GH043)

**Self-Employment Placements - the Ultimate Experiential Learning Course?**  
*Lynda Povey, University of Portsmouth*

The University of Portsmouth has run the Self-Employment Placement Scheme for 10 years and has seen 251 students take part. Not all of them go on to work for themselves, however they all benefit in terms of confidence, self-belief and growth mindsets. When asked to sum up the year in one word, terms such as 'mind-blowing', 'productive', 'motivating', 'challenging', are used. The presentation will focus on the how the year is run, the support offered, mandatory elements and the variety of ways students have told us that they benefitted from the year. The key messages include how with a little help from us as

Enterprise Educators, students can be encouraged to take a bit of a risk and inspire each other to realise just what can be achieved.

**Strathclyde Inspire - transforming lives**

*Fiona Ireland, University of Strathclyde*

*Olga Koslova, University of Strathclyde*

*Eleanor Mackay, University of Strathclyde (presenting)*

Strathclyde Inspire offers opportunities for Strathclyde students and staff to explore and develop an entrepreneurial mind-set and acquire skills required by employers needed to tackle global challenges. We have committed to embedding credit-bearing entrepreneurial modules into all curriculum. All Strathclyde students will have the opportunity to undertake a 10-credit entrepreneurship learning activity during their studies. To ensure maximum flexibility, we are developing options including: an Entrepreneurship MOOC, with a credit-bearing pathway; 10-credit entrepreneurship modules tailored for all faculties; and a mass-scale practical entrepreneurship programme with credit-bearing options. Our Strathclyde Inspire Exploring Entrepreneurship programme, comprising podcasts and panel-style events, gives an insight into the life of an entrepreneur for those who might be considering this as a career option. For those with a business idea, Strathclyde Inspire offers a range of support to create, launch and grow ideas, including 1-1 start-up advice, access to mentors, peers, training, grant funding and investment.

INTERACTIVE SESSION

*Prof. Dr. Nils Högsdal & Hannah Laura Schneider*

With the “InnoStudio” we have developed an innovative and creative format which has been rolled out across every Bachelor’s Program at the university. In this interactive session, we will provide insights and hands-on experience into our best-practice one-day workshop format which has been delivered since 2017 to over 3000 students from all schools and is specially designed to combine a low-barrier entry into the topic of entrepreneurial thinking and acting based on design-thinking elements.

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## PECHA KUCHA SESSION

11:00 - 11:50am Friday, 9th September, 2022

GH001, Ground Floor

Track 6: Enterprise & Entrepreneurship Teaching and Curriculum

Presentation type PechaKucha

Carrienne Wallace, Lauren Davies

**Authentic Assessment in Enterprise Education**

*David Bolton, Swansea University*

A quick fire session focusing on a number of authentic assessment methodologies for enterprise education. It will look at two main criteria, firstly the diverse ways in which we can assess enterprise skills through enterprising pedagogic approaches and secondly, how we can identify enterprising elements within existing subject areas and develop assessment strategies based on the QAA guidelines. The main outcome of the session will be to stimulate further discussion as to how enterprise can be assessed and embedded into various curricula

**If video killed the radio star, what about the lecturer? Does virtual lecture delivery mean that we are now performers and students merely our audience?**

*Zoe Blackler, Cardiff Metropolitan University*

*Natasha Hashimi, Cardiff Metropolitan University*

Changes forced upon us by macro-environmental conditions beyond our control led to an emergency transfer to VLEs. As we see a return to a more blended approach, to what extent does teaching via a one-dimensional medium, mean students are merely watching their education. Or are students now wanting to observe and discuss their learning in Netflix-style watch parties? Should this now be built into our lesson plans? When does responsibility for engaging students fail to be ours if they can just turn on and tune out? Race (2014) highlights the interaction that has such value in learning – so how do we, as lecturers, take back the ‘remote control’?

**Learning from the first year of Social Innovation Through Entrepreneurship (SITE): “A stakeholder approach to social enterprise education”**

*Claire Baird, Manchester Metropolitan University*

*Andrew Baird, Manchester Metropolitan University*

*Nor Yusup, Manchester Metropolitan University*

This Pecha Kucha is a follow up on the IEEC 2019 presentation which introduced the concept of the unit and the planned implementation. How the unit was implemented, providing insight into working with a council, and across a range of stakeholders, on real issues for the community. Students applying a problem based approach to a trigger case resulting in 680 individual social enterprise concepts. Key Messages; Try and adapt or try, and adapt - Reflective practice in teaching and learning. Benefits from being out in the community - building stakeholder networks for shared value creation. Keeping it real - Working with live community issues. Not your average skills for assessment – utilising a Multi-media assessment format to raise student skills and confidence. Scaffolding of the curriculum - a cohesive development trajectory for entrepreneurial students. Building momentum - What comes next after a successful innovation in teaching and assessment.

**Metapreneurial Education in post-Hybrid Higher Education**

*Dr Richard Tunstall, University of Leeds*

*Kathryn Gazal, West Virginia University*

*Tatiana Somià, Libera Università di Bolzano & Ohio University*

*Mehdi Shadaei, Goucher College*

*Andrew Ross, Johns Hopkins University*

*Gustavo Trindade, Babson College*

The pandemic forced higher education institutions to rapidly adapt to circumstances, leading to enormous efforts to pivot to online education and the introduction of a new formal of hybrid digital education. As higher education institutions return to face-to-face, the potential of hybrid education has not received significant attention. In this Pecha Kucha a new alternative is proposed, Metapreneurial Education, through which the drawbacks of hybrid education may be overcome and a new model of entrepreneurial education might be discovered, which enhances student’s learning experiences. The presentation will focus on challenges and opportunities and propose a road map for beginning to approach enterprise teaching challenges with a metapreneurial education approach.

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## **Keynote session - Professor Dr Klaus Sailer**

12:00 - 12:40pm Friday, 9th September, 2022

Great Hall Auditorium

Emily Beaumont



Professor Dr Klaus Sailer

*Professor for Entrepreneurship, Munich University of Applied Sciences  
CEO, Strascheg Center for Entrepreneurship*

Professor Dr. Klaus Sailer is a co-founder and on the board of the Social Entrepreneurship Akademie and is also on the board of Munich Network. Klaus Sailer is spokesman for the think tank 'Denkfabrik Gründerhochschulen' as well as part of the think tank 'HEInnovate'.

<https://ieec.co.uk/2022-keynote-speakers/>

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## Conference conclusions | Announcement of IEEC2023 Host

12:40 - 1:10pm Friday, 9th September, 2022  
Great Hall Auditorium

*Chair: Emily Beaumont, EEUK President*

Conference conclusions and presentation of Best in Track awards sponsored by GTI

*Professor Paul Boyle, Vice-Chancellor of Swansea University*

Concluding remarks and announcement of host for IEEC2023

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## Lunch, networking and depart

1:15 - 2:15pm Friday, 9th September, 2022

# Great Hall Galleries