crea summer academy | Creativity & ICT for new entrepreneurship

CREA – A European Network of Summer Academies for the Improvement of Entrepreneurship in Innovative Sectors

INFOSTRAG Ermoupolis Seminar,
7 July 2017

Project financed by Horizon2020, the European Programme for Research and Innovation

STARTUP EUROPE

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 6[illegible].

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Overview

- CREA is a European Network of Summer Academies for the development of innovative business ideas focused on Creativity, ICT, and Entrepreneurship. The Summer Academies led to two Business Idea Contests which brought closer investors, business angels, and start-ups
- Activities :
  - Set up and running of ***Seven (7) Summer Academies*** (2 weeks) working on entrepreneurial ideas built upon ***Creativity***, ***ICTs*** & ***Entrepreneurship***.
  - Development of ***Educational Material*** and ***Didactic Framework***
  - Research ***on Best Practice in Summer School Education and Training*** and their educational models
  - ***In-depth research of participants' needs*** when applying to Summer Academies
  - ***Mentoring & Prototyping***
  - ***CREA International ICT Business Idea Contests***

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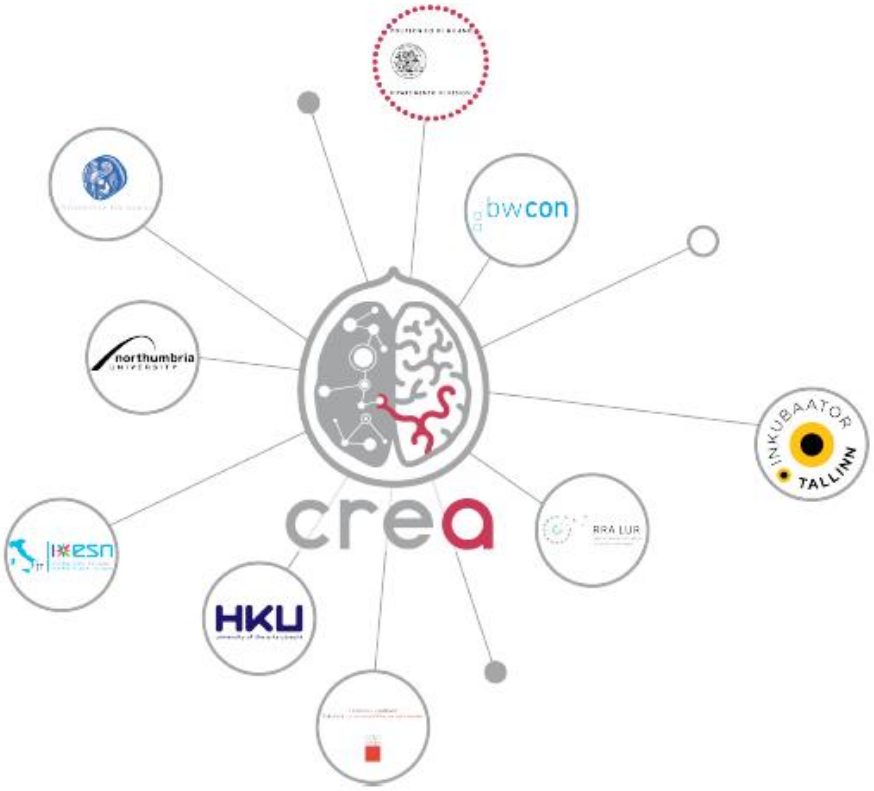
CREA Participants



- ***Politecnico di Milano***-Design Department (supported by Fondazione Politecnico);
- ***ESN Italy – Erasmus Student Network*** (Italy);
- ***BWCON*** Innovation Cluster for ICT and Media of Baden-Württemberg (Germany);
- ***University of the Aegean*** (Greece);
- ***University of Northumbria*** at Newcastle (United Kingdom);
- ***University of the Arts, Utrecht*** (Netherlands);
- ***Regional Development Agency of the Ljubljana*** Urban Region
- ***University of Ljubljana*** (Slovenia);
- ***Tallin Incubator*** (Estonia

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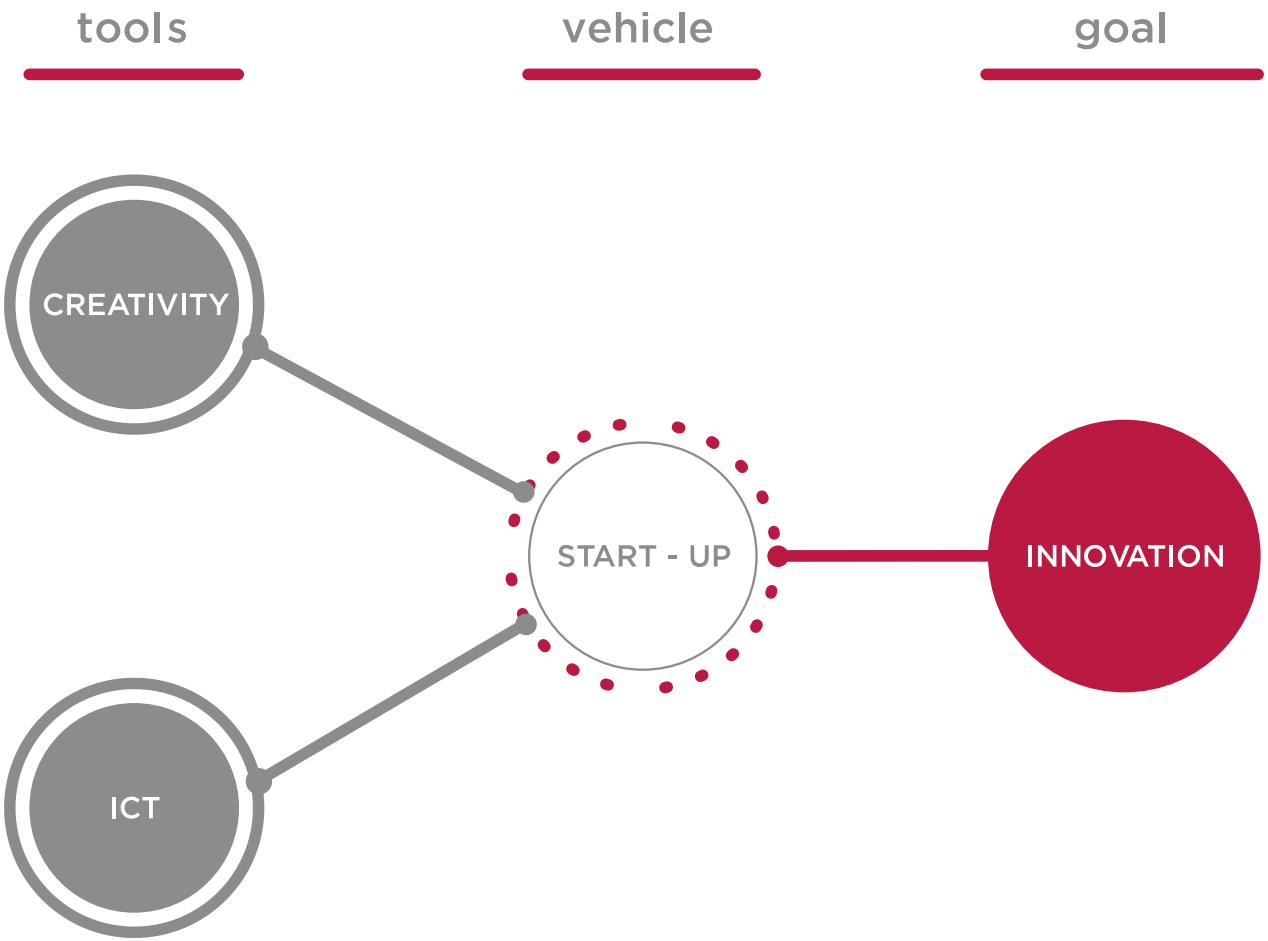
The CREA Project System



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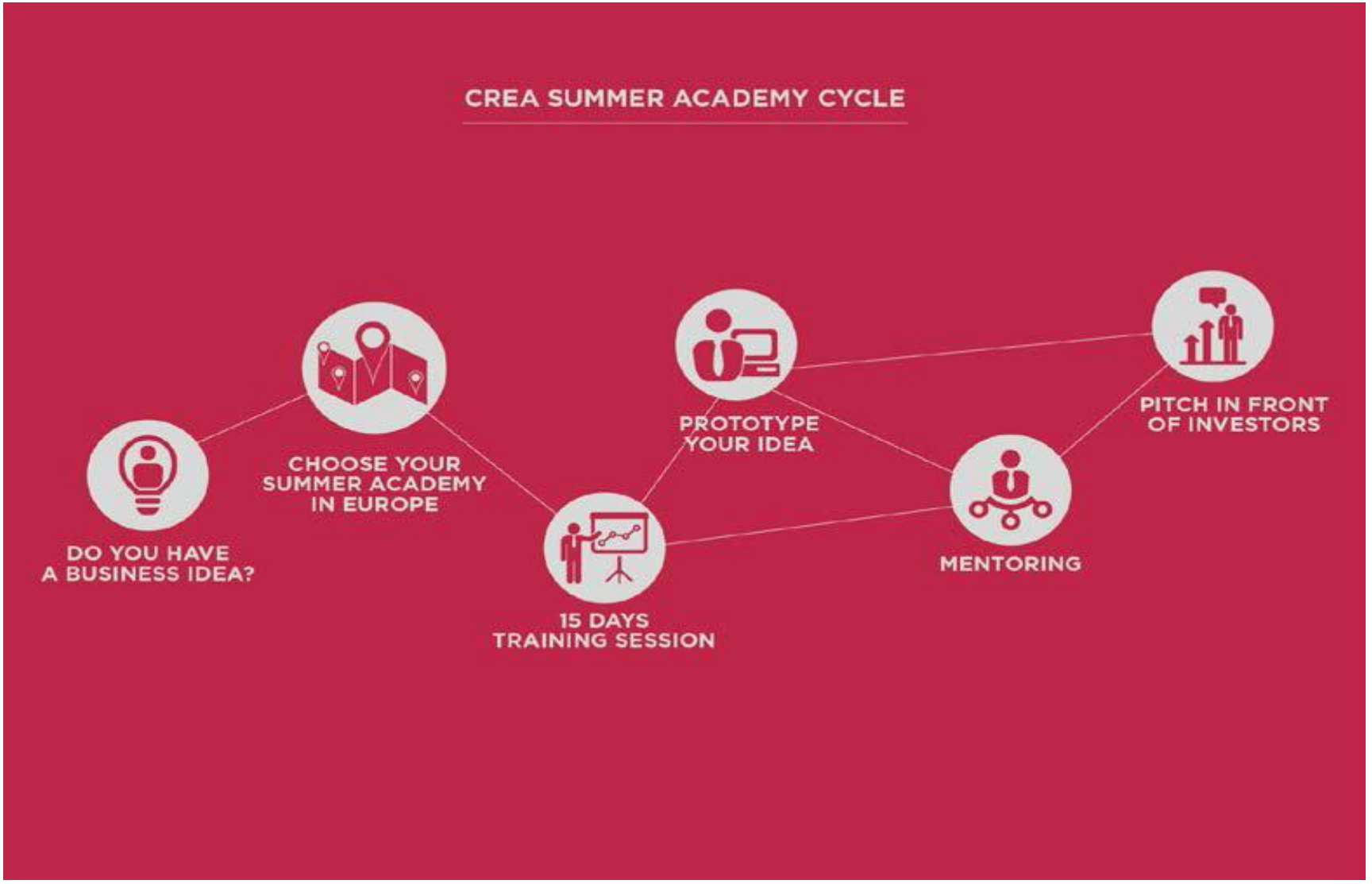

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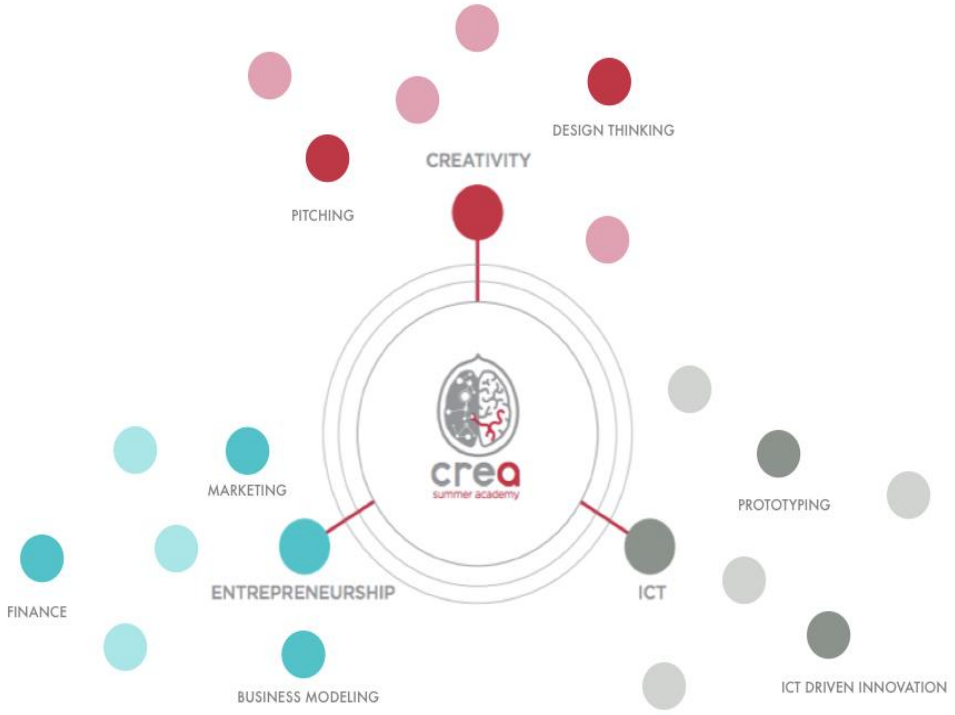
Typical Format of a Summer Academy

- Each S.A. develops its own profile and thematic focus
- Flexible Didactic Framework
- 3 ECTS awarded to participants
- 60 work hours – 2 weeks
- 1st Week: Introduction, team building, initial idea, design thinking
- 2nd Week: Business training, BMC, pitch training, prototyping final selection.
- Social programme



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Didactic methods

- LECTURES- teaching theory by lecturer: teacher or field expert
- KEYNOTES- talks, lectures and/or discussions by a leading expert in the field
- WORKSHOPS- co-collaborative, practice-based group sessions
- LABS- independent practice-based development of the idea in teams, with the stand-by support of mentors/coaches
- TEAM WORKING SESSIONS- independent practice-based development of the idea (peer-to-peer support)
- CONSULTANCY (INDIVIDUAL OR GROUP)- consultation sessions of the teams with teachers and/or experts from the field
- GAME- interactive group/team-based sessions in the form of a game
- MENTORING / COACHING- (also online)
- BEST PRACTICES- leading examples from the working field
- FIELD VISITS-
- PITCHING AND PRESENTATIONS- ability to present your idea and its learning orally and visually to different target groups

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Thematic Areas of previous S.A.

NEW PRODUCTS AND NEW MARKETS

- Ideas for new needs and new targets, such as: disadvantaged categories (kids, elderly, disabled, etc.) and new emerging markets, etc.

SOCIAL INNOVATION

- Ideas for products or services which address social needs (unemployment, social inclusion, gender issues, environmental issues etc).

SERVICE INNOVATION

- Ideas for new or improved ways of designing and producing services or for improved management processes within service organisations.

TECHNOLOGY AND MEANING DRIVEN INNOVATION

- Ideas and applications in which the use of technologies create new business and product or service development opportunities for entrepreneurs from both traditional and creative sectors.

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Pitching day!

Οι νικητήριες ομάδες της Θερινής Ακαδημίας CREA @Syros 2016

creo
summer academy
Creativity & ICT
for new
entrepreneurship
the best CREA ideas
CREA ICT Business
Idea Contest
@
SMAU MILAN
27th October
discover the new faces of ICT and creativity in Europe!
SAVE THE DATE
27 October 2016 - SMAU MILAN - Halls 1 and 2 FieramilanoCity
Viale Scarampo - Gate 8 - Milan
#CREA16 #SEsummer16
www.creasummeracademy.eu
creacademy-design@polimi.it

Presentations at the 2016 CREA ICT BUSINESS IDEA CONTEST @SMAU Milan

CREA Value

- **Value for students:**
  - Innovative learning
  - Entrepreneurial skills and spirit
  - Intercultural learning
  - Interdisciplinary learning
  - Potential for further learning (projects, graduation)
  - Potential for starting a real start-up
- **Value for Universities:**
  - Innovation in didactics
  - Concrete educational tools
  - Professionalization of teachers
  - International exchange
  - Action research, directly linking education to research
  - Closing the gap between higher education and practice

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CREA Value

- **Value for Faculty**
  - International experience (at home & abroad)
  - Intercultural experience
  - Professionalization
  - New didactic tools to work with
  - Connecting teaching to practice
  - New networks
- **Value for incubators and other stakeholders:**
  - CREA as *pre-incubator* program, offering entrepreneurial learning, skill building and first experience
  - Acts as a filter for talent
  - Acts as a talent pool: Jury and pitching gives concrete possibilities for contact with new talent and new potential future start-ups / entrepreneurs

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Experiences and Lessons learned

- CREA's original goal was not the creation of new startups but rather a new generation of young talents with an entrepreneurial mindset. To this end, the CREA Network of Summer Academies has made an impact in the early stages of entrepreneurship.
  - Follow up on CREA teams
- CREA filled the gap between idea generation and business modelling by adopting a a "design-driven" process (strategic design).
- CREA partners have made use of each other's expertise within the network through the exchange of staff and the co-creation of shared didactic framework.

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Experiences and Lessons learned

- CREA Summer Academies have been able to highly contribute to interdisciplinary and intercultural skills of participants coaching them in processes much needed such as team building, intercultural communication, cooperation, team roles, et cetera.
  - Creative spillovers & crossovers among lecturers, participants and third parties
- The CREA Business Idea Contest remains for the winning teams of all summer academies the biggest motivation to keep them working on their business idea even after the two weeks training.
- Clash of paradigms - *Design thinking vs Business thinking* (modelling).
- CREA as a replicable business model – A ***MVP*** for CREA

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Thank you for your attention!

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