



COLOURS
European University Alliance

IMAGINE

Fostering Future Ready Skills through Collaborative Challenge Based learning

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NEED. EDUCATION.



How many universities have specific innovation training for students as a mandatory part of most programmes?



EU WORDING

THE IMPORTANCE OF INNOVATION

Education institutions, such as schools and universities, have to evolve and adapt to achieve their core mission: to educate students to be successful in a complex and interconnected world that faces rapid technological, cultural, economic and demographic change.

- The European Commission

Investing in research and innovation is investing in Europe's future. It helps us to compete globally and preserve our unique social model. It improves the daily lives of millions of people here in Europe and around the world, helping to solve some of our biggest societal challenges.

- EU

WHAT IS INNOVATION?

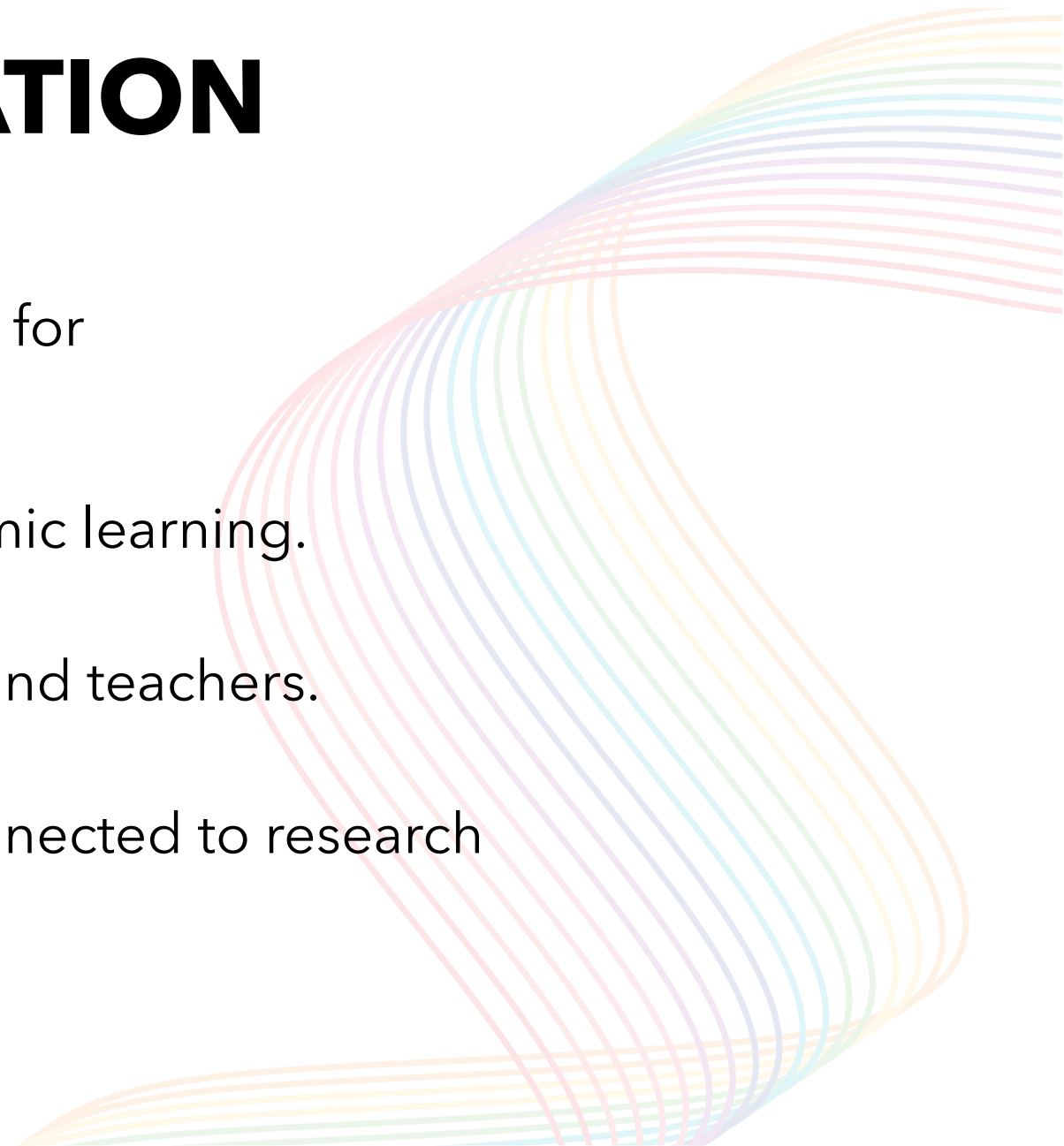
The term 'innovation' can signify both an activity and the outcome of the activity.

An innovation is a new or improved product or process (or combination thereof) that differs significantly from the unit's previous products or processes and that has been introduced on the market or brought into use by the unit.

- OECD

INNOVATION EDUCATION



- Most common as voluntary side-events for motivated students.
 - Often seen as not connected to academic learning.
 - Lack of clarity in meaning for students and teachers.
 - Innovation in universities often only connected to research
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WHO NEEDS INNOVATION?



Do Computer Science students need to learn innovation?

Do future Engineers need to learn innovation?

Do future accountants need to learn innovation?

Do future nurses need to learn innovation?

Do you wish your university had more collaboration with external partners?

COLLABORATION

Students benefit.

External partners benefit.

How can we make it happen?



APPROACH. INNOVATION



IMAGINE

Innovation & Collaboration

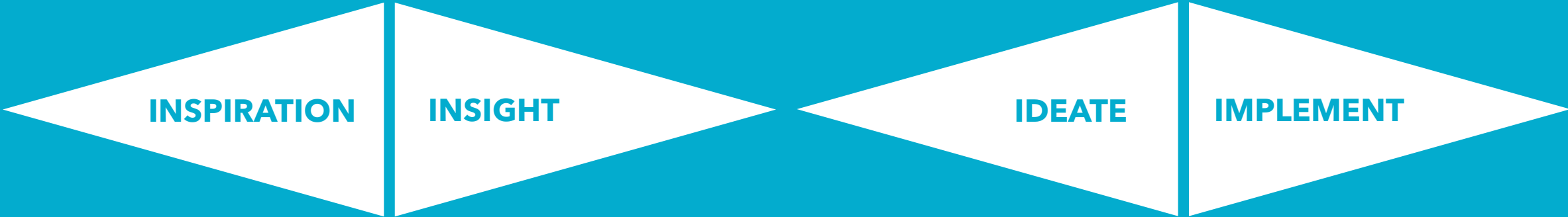
Built on Challenge Based Learning through Design Thinking implemented at Stanford, MIT, and many other universities around the world.

A simple framework for learning innovation through practicing it on real world challenges from external parties.

Can be any length from a 1,5 day workshop to an 8 week course.

IMAGINE

The Framework

The diagram illustrates the 'Imagine Framework' as a horizontal sequence of four white diamond shapes pointing to the right, each containing a stage of the process. The first diamond is split vertically, with 'INSPIRATION' on the left and 'INSIGHT' on the right. The second diamond is also split vertically, with 'IDEATE' on the left and 'IMPLEMENT' on the right. The diamonds are connected by thin vertical lines, and the entire sequence is set against a solid blue background.

INSPIRATION

INSIGHT

IDEATE

IMPLEMENT

IMAGINE

Examples

INSPIRATION

Public Health Students look at municipality problems of social isolation. International Marketing Students learn marketing issues of small company.

INSIGHT

The challenges are deeply analyzed, questioned, reframed, restated, clarified and validated.

IDEATE

Dozens of ideas for solutions are explored. The most impactful and realistic identified.

IMPLEMENT

Concepts for solutions are tested, validated, iterated. External partners receive the whole workflow. Students may continue to work with external partners or develop the idea independently.

IMAGINE

In Programmes

Presented as assistance to teachers – not a burden.

Connects to already existing learning outcomes.

Oversight done by small central team of 2-3 staff.

Must be mandatory in the programme and provide ECTS.



IMPLEMENTATION WITHIN THE COLOURS ALLIANCE

Imagine Innovation workshop Ferrara,
September 2024

Feedback from students:

"This workshop allowed me to share my ideas and knowledge while working on a multidisciplinary team and international environment." "The leading speaker and the project itself led us to collaborate and improve the ideas of our colleagues and sharing the final job in front of other teams was a peerless and growing opportunity to develop so many skills."



IDEATE Project

Aimed at developing and implementing an Equality, Diversity and Inclusion (EDI) interdisciplinary training programme through the use of the Imagine workshop / course format.



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WHAT IS GAINED?

Students

- Learn efficient solution finding, raising their self-efficacy.
- Get real world experience and connections while using their academic knowledge.

External parties

- Access to groups of consultants assisting them on existing challenges.
- Contact and interaction with future possible employees.

WHAT IS GAINED?

This was the best course of the programme so far.

- Final Year Student of Public Health Science at HKR

Real-world based education with practical focus made me have to use the knowledge I have gained through my studies.

- Student of Environmental Science at HKR

The workshop of Imagine is at least as well done as the [corporate focused] workshops in London and New York I've participated in .

- Gustav Ahlblad, Product Design Manager at The Absolute Company (Absolut Vodka).



WHAT IS GAINED?

**Collaboration
through Innovation!**



Thank you for your attention

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