

## **12<sup>TH</sup> COEUR**

**IDEA GENERATION  
WORKSHOP / 15–20  
SEPTEMBER 2014 /  
THE BURN, EDZELL /  
SCOTLAND**



Aberdeen Business School is delighted to welcome you to this year's 12<sup>th</sup> COEUR Idea Generation Workshop.

Your workshop team consists of the following members:

Tracy Pirie

Andrew Turnbull

Carolyn McNicholas

On behalf of all the team members we hope that you have a great experience and if there are any enquiries, please do not hesitate to ask!

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# 'DIGITAL-PRENEURS IN SCOTLAND – BRINGING THE OLD INTO THE NEW'

Dear Friends,

It is our pleasure, here at the Aberdeen Business School of the Robert Gordon University (the best UK University for employment, HESA 2013) to be hosting the upcoming 12<sup>th</sup> edition of the COEUR Idea Generation Workshop. This is the second time it has been hosted here in Scotland. We hope to deliver as inspiring and exciting an event as has been run in previous years.

For this year's COEUR Idea Generation Workshop we have a digital theme that is built around the key strengths of old Scottish industries such as tourism (castles), food and drink (whisky) and fashion (Scottish textiles):

We hope to challenge students to develop ideas which will help to make these important Scottish industries sustainable in a digital future. These Scottish industries are interested in finding out how they could embrace digital technology to enhance and complement their current competitive strengths.

The programme we have put together is focused on visits, talks and group sessions which will provide the students with the skills and knowledge necessary to develop creative and sustainable ideas.

## Digital-preneurs – A Short Introduction

The importance of the digital economy, and its requirement to be cutting edge cannot be underestimated. At a recent meeting (October 2013) of the European Council one of the themes was the digital economy, with a key focus on the need for digital innovation to enhance growth, competitiveness and job creation. Indeed in the Entrepreneurship 2020 plan, one of the pillars for their overall vision is to create a digital entrepreneurial culture. This links directly to the theme for this year's COEUR workshop. Furthermore the Council aim to attract, develop and retain individuals with digital entrepreneurial skills – individuals like you who are growing, learning and working in a digital age.



## HOST UNIVERSITY

Aberdeen Business School is part of the Robert Gordon University based in the city of Aberdeen in the North East of Scotland. The university has a history which can be traced back to the 1600s when its future benefactor Robert Gordon was born. It was in 1992 that the Robert Gordon's Institute of Technology (as it was then known) was awarded university status. The RGU campus is located on the beautiful banks of the River Dee and includes:

- Gray's School of Art
- The Scott Sutherland School of Architecture & Built Environment
- Aberdeen Business School
- Faculty of Health & Social Care
- RGU: Sport
- Administration buildings; and,
- The newly established River Side East building which boasts state-of-the-art facilities and a new and an impressive library.

The university hosts over 16000 students each year from across the globe and it works hard to develop a range of links with leading local, national and international employers which has resulted in it being awarded the best UK University for Employment (HESA 2013).

RGU has a vision which aspires for it to be recognised, in Scotland and beyond, as a distinctive university leading and shaping the debate on the future of higher education and placing students at the centre of the education it offers. It aims to be known for the impact of its teaching, scholarship and transnational research, the employability of its graduates, its influence in the region and nation, its growing global profile, and its strong interdisciplinary focus on a small number of key questions and issues of concern to the local and global community.

In terms of links with the core concept of COEUR, RGU are committed to developing programmes of education which focus on helping students to develop their knowledge of and capacity for working in a creative and entrepreneurial manner. This is evidenced well with development of modules such as the COEUR offering of Business Creativity and development of areas such as the Centre for Entrepreneurship, which holds the view that:

**'ENTREPRENEURSHIP IS A CREATIVE PROCESS WHICH HARNESSSES AND HARVESTS THE INDIVIDUAL'S SKILLS, ABILITIES AND ENERGIES IN A BUSINESS CONTEXT'**

# LOCATION OF WORKSHOP

**Edzell, Angus:** This year we are taking you to the beautiful Scottish holiday and study retreat, **'The Burn'** for the main location of the workshop <http://home.btconnect.com/theburn/index.html>, which is situated just outside the picturesque rural village of Edzell in Angus. Edzell <http://www.visitscotland.com/info/towns-villages/edzell-p241451>, was established in the 1840s and is widely known as the jewel in the crown of Angus villages.

The Burn is located approximately one hour south of the university. The village itself boasts a range of 19<sup>th</sup> century buildings along with a variety of shops including a new art gallery and quaint teashops. The village also has a beautiful red sandstone Castle, a short distance up Glen Lethnot in a delightful, scenic setting. There are a number of attractive riverside walks which students are actively encouraged to take the opportunity to explore – but remember to take your camera and watch out for deer, red squirrels and the leaping salmon beside the Rocks of Solitude, which are only a short distance from the Burn House.

The Burn (the Scottish word for 'stream', of which there is one flowing through the grounds) was built in 1791 and was gifted to the Goodenough College in 1948, which provides accommodation for a range of students from worldwide destinations. This is a place steeped in history, which shall be explained in detail by the hosts on arrival.

The accommodation, which is in the main house for students and an annex property for the tutors has a capacity of 60 residents with any additional numbers being facilitated through Bed and Breakfast providers in the surrounding area. Students will be sharing in rooms of two, three and four beds.



## Programme Details

**Programme Fee:** Student GBP250/Tutors GBP300. This fee includes all travel to and from the university from the first morning of the workshop – Monday – and all subsequent travel during that week for visits. Full board and lodging is also covered by the cost, as well as cultural and company visits and excursions. These visits will be both a source of inspiration and an opportunity to experience a small sample of the variety of the beautiful locations that Scotland has to offer.

**Workshop Numbers/Payments:** It is anticipated that each of the partnering institutions will bring with them a minimum of 5 participants, thus ensuring a good level of both disciplinary and cultural diversity in the groups for the week. We therefore expect around 45 students in total. The first stage of recruitment will run from beginning of March until May 31<sup>st</sup> 2014. All participants will be expected to pay a deposit to secure their place on this programme of £100 (GBP), which should be paid directly to RGU no later than June 15<sup>th</sup>. Any additional spaces left on the programme will then be opened up for a second phase of recruitment at this point, with an expected end date for this stage of recruitment of July 31<sup>st</sup> when a deposit must be paid. The final payment must be transferred to the university no later than September 1<sup>st</sup>.

**Notes on Scotland:** Students must be prepared for this being an intensive programme. You will often be working from early in the morning until late at night. Whilst temperatures will average around 16°C, this can drop significantly at times, and the climate can be 'dreich' (the Scottish word for dull, overcast, drizzly (wet) weather), therefore visitors are advised to ensure that they bring appropriate warm and weatherproof clothing in case it is required. The Burn house, has a number of outside activities, such as local walks, tennis courts, putting, 5 a side football, croquet and a garden labyrinth, and you will have some time to enjoy these activities. In addition, an indoor games room offers snooker, pool, table tennis and darts.

**Arrival and Departure:** All students and tutors will be meeting at the Robert Gordon University, Riverside East Campus at 9am on Monday 15<sup>th</sup> September 2014 for an introduction to the programme and a range of talks. It is then intended that around 4pm a bus transfer will be made to the Burn House in Edzell. The programme finishes on the evening of Friday 20<sup>th</sup> when an awards ceremony and farewell party will be held. A bus transfer has then been arranged to take everyone back to Aberdeen, leaving the Burn House at 10am on Saturday 21<sup>st</sup> after breakfast.

This is an exciting and unique opportunity for students from around the World to meet and interact with each other in intercultural teams as they come up with a new business idea. It will also give you an insight into the culture and business community in this beautiful region of Scotland. Previous participants have really enjoyed the workshops and found that they have broadened their horizons and taught them valuable communication and interpersonal skills. The students have gained a deeper appreciation of different cultures and realised that they are all creative and that this creativity just needed to be unleashed! All that remains now is for our team to say how much we all look forward to meeting you and working on this exciting adventure with you all.

**For any further information please do not hesitate to contact me, Tracy Pirie on [t.a.pirie@rgu.ac.uk](mailto:t.a.pirie@rgu.ac.uk), I will be happy to answer any of your questions.**

	Monday 15 September	Tuesday 16 September	Wednesday 17 September	Thursday 18 September	Friday 19 September	Saturday 20 September	
	Cooperate	Open	Evaluate	Unite	Report		
0800hrs	Registration, then Welcome to COEUR and Introduction to the Programme	Breakfast					Pack up and Farewell Bus Transfer to Aberdeen
0900hrs		Creativity and Innovation Presentation - Exercises	Value Proposition	How to Make the Pitch, Perfect	Motivational Talk		
1000hrs		Coffee Break	Teamwork: Defining Your Value Proposition?	Teamwork - Developing Your Perfect Pitch	Coffee Break		
1030hrs		Teamwork - Brainstorming			Preparation for Final Presentations		
1100hrs		Lunch					
1200hrs							
1300hrs	Old Industries in the New Digital Age	Visit to Local Village - Team Building	Visit to Local Castle with Tour and Talk	Visit to Local Distillery with Tour and Talk	Final Presentations		
1400hrs		Bus Transfer to Burn House		Teamwork - Scoping Your Ideas			Teamwork - Refining and Polishing
1500hrs	Accommodation Tour and Settling In						
1530hrs		Dinner		Value Proposition Check Up	Dinner		
1600hrs							
1630hrs	Group Introductions and Getting to Know Each Others Creative Capacities	Intercultural Evenings: Showcase the Best of Your Country	Dinner		Award Ceremony and Farewell Party		
1700hrs			Teamwork	Relaxing Evening			
1730hrs							
1800hrs	Free		Free				
1830hrs							
1930hrs							
2030hrs							
2100hrs							
2130hrs							
Rest of Evening							