



IF4TM

METHODOLOGY FOR CREATIVE WORKSHOPS

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Abstract	<p>Within the regular activities of the Creativity Centres and promotion of entrepreneurship, and development of creativity of young people, the Centres will organize workshops for small groups of students and pupils. The aim of the workshops is to improve the team work and practical skills and experience in developing ideas and their validation using Centres' equipment.</p> <p>The EU partners are to prepare one day (4 hours) workshops and implement them in Creative centres at Serbian partner institutions, based on the needs.</p>
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v.09	15/05/2019	Final version, accepted changes	BITF (Natasa Cirovic)



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1. Introduction

Within the activity WP5.2 Establishment of five creativity centres, six Creativity centres are established within the Serbian partner universities. Within the regular activities of the Creativity Centres and promotion of entrepreneurship, and development of creativity of young people, the Centres will organize workshops for small groups of students and pupils. The aim of the workshops is to improve the team work and practical skills and experience in developing ideas and their validation using Centres' equipment.

The goal of this document is to provide the methodology for workshops to be held within the Creativity centres.

2. General guidelines

The EU partners are to prepare one-day (4 hours) workshops, based on their expertise and offer them to Creativity centres. The methodology for each suggested workshop should contain the following information:

- Proposed agenda
- Short CV of the lecturer with photo (will be part of the call for students)
- Objectives of proposed workshop with the description of each item and expected outcomes
- Target group
- Equipment needed for implementation

Each Creativity centre will choose among the offered workshops, based on their need. The EU partners will implement 1-2 workshops in Creativity centres based on the interest. The staff of the Creativity centres will participate in the workshops with the aim to learn and be able to replicate the workshop.

The participants will be awarded a certificate of attendance, signed by the lecturer and organizing Creativity centre. The template for the certificates will be based on the certificates awarded for the trainings within the activity *4.4 Development and delivery of start-up training*, and it will be provided to creativity centres.

The official project feedback form will be gathered by the participants in order to evaluate the workshops. Based on these inputs reports on the delivered workshops will be prepared by the Creativity centers.

2.1 Target group

In general, the target group are students and high-school students. Depending on the specific topic, the target group will be narrowed, regarding the professional orientation of students, and



it should cover more than one orientation. The group of participants should include students from different faculties in order to provide various points of view from different backgrounds.

The number of participants should be 10-20.

2.2. Content

The duration of the workshop is 4 hours, with first part an introductory, regarding the creative thinking process in general, the topic of the workshop, and what is expected from the participants. The second part of the workshop will be case study for the introductory part, in the form of moderator based practical exercise for the students to conduct.

Each EU partner should suggest a topic from its own expertise and it is recommended that topics already thought by the partner and developed are presented.

2.3 Language

The official language of the workshop is English, and this should be clearly communicated in the promotional phase to the potential participants.

2.4 Time line

The workshops should be held in the period from October 2018 – January 2019, depending on the availability of the EU partners delivering the workshops. EU partners delivering the workshops will propose the dates for delivery of workshops.

These workshops should also be used as promotional aid for the Best student idea competition which will be organized in the beginning of 2019.

3. Proposed workshops

3.1 University of Brighton (UoB)

3.1.1 Topic

Creative problem solving

3.1.2 Objectives

The aims of this workshop are to:-

1. Understand the importance of exploring and defining the root cause problem at the heart of any problem solving activity
2. Engage in the process of pushing the boundaries of any problem to maximise the outcomes
3. Understand the barriers that can inhibit problem solving from the outset

3.1.3 Description and outcomes



In considering the question of “how to be more creative”, it can be helpful to divide the problem solving into a number of stages. This gives opportunities to try and tackle a problem creatively at different times and from different perspectives using different cognitive processes [Gabora, L. 2002].

There are many problem solving models to do this, but the simplest is to consider a model of 4 distinctive stages:- Preparation - Incubation - Illumination - Validation. This workshop explored the first stage of this creative process, Preparation. It is comprised of a number of individual and practical exercises each with review sessions so that participants can develop an understanding of the creative processes at work and aims to be both informative and practical.

3.1.4 Agenda

Activity 1. Approaching the problem

Consider a problem that you can try and resolve in this workshop. This could be something focussed on your studies, a personal project, and industry project, or something more challenging such as improving an aspect of everyday life.

Write a statement that defines your problem (10 minutes approximately)

Try to solve your problem creatively (10 minutes)

Review

Activity 2. Defining the problem

Redefine your problem statement using the following techniques:-

Sketch your problem (10 minutes)

Re-phrase the problem statement using an entirely different word set (10 minutes)

Define a higher level problem that is a root cause behind the problem being considered (10 minutes)

Review

Activity 3. Adding brainpower

Write an advert that promotes and gets others to ‘buy into’ your problem (10 Minutes)

In groups of up to 4, show your adverts to each other in a 1 minute elevator pitch. As a group decide the order in which you would like to tackle each problem (10 Minutes)

Review

Activity 4. Different perspectives

In the same group, 3 group members should now try and tackle the first problem on the list using the sketch, re-phrased statement and root cause statements. The owner of the problem should remain silent but record the outcomes and note the processes at work. (25 minutes)

Review



Break (30 minutes)

Activity 5. The right environment

In your groups create an environment that you think is more conducive to problem solving. (15 minutes)

Tackle the next problem with the problem owner again recording the outcomes and processes (25 minutes)

Repeat for the remaining two problems in the group (50 minutes)

Review

Summary

Review what has been learned about preparing to solve problems (25 minutes)

3.1.5 Required equipment

Projector, laptop, flipchart, paper and pen

3.3 Instituto Superior Técnico (IST)

3.3.1 Topic

Value proposition design

The workshop addresses the problem of the fit between the value proposition (can be a startup product or service) and the most relevant customer segment. The goal is to find the most relevant features of the value proposition and understand how they can relieve the customer's pains and provide additional gains to the customer.

Modules:

- * problem-solution wall - team formation
- * customer profile
- * value map
- * value-customer fit
- * lessons learned

3.4 University of Maribor (UM)

3.4.1 Topic

With creative thinking to a lot of ideas (crowdsourcing) and potential innovation



The contents of the workshop will be as follows:

- presentation of Creative methods:
- Creativity templates, morphology, 635 (Palčič)
- The Ultimate Challenge Game, morphology, 635 (Leber)
- gathering ideas, crowdsourcing, crowdfunding (just Leber)
- evaluation of ideas (pairing, evaluation)
- choosing an optimal solution (combinex)
- Conducting a practical case with the participants

3.5 The University of Bari Aldo Moro (UNIBA)

3.5.1 Title/Topic: "When many is better than one: The power of collaboration for being creative"

3.5.2 Objective: Empowering the self-reflection and collaborative skills

3.5.3 Methodology: The methodology is organized into five steps:

1. Individual work. Participants are required to individually prepare the following material:
 - a. A brief (200 words) abstract of an idea/project they will like to work on. It does not have to be complete or detailed, just a rough description of the idea/project. A word file is welcome
 - b. Fill in three forms: i) Competences needed to achieve my project; ii) Competences and passion I have; iii) Missing competences for my project. These forms should be filled in Word and uploaded on Google Drive
2. Searching complementarity. Participants are required to read the list of competences and passion produced by other participants, searching for those competences that could match the missing competences they listed for their own projects/idea. At the end of this step, participants will deliver to the workshop conductor the forms they selected (minimum 3 maximum 9)
3. Forming groups. Once the conductor has the list of forms selected by each participants, will form groups checking that a participants is located in just one group
4. Group work. Participants in group will compare their project and combine them in one. They can use all the technology they like
5. Collective presentations of the final project and discussion about the effects of the workshop

To assess the impact of the workshop, participants will be required to fill in a short survey at the end of the experience. The survey will be purposely designed to measure the perceived effects of the workshop. In particular, two areas will be investigated: a) Self-reflection b) Attitude for collaboration.

3.5.4 Syllabus and material:



- Paper: What do you mean by collaborative learning? <https://telearn.archives-ouvertes.fr/hal-00190240/document>
- Three forms to be filled in
- Survey on self-reflection and collaboration

3.5.5 Number of participants: Minimum 10 max 60

3.5.6 Logistic

Participants are required to work on computers, so either they bring their own computer or a room with a pc for each of them should be provided. Furthermore, it would be advisable to allow participants to sit in groups, therefore movable chairs and tables is recommended

3.5.7 Expected results:

- Improvement of reflection on their own competences
- Improvement of creative capacity
- Improvement of awareness of advantages and critical aspects of collaborative learning

4. Evaluation

Evaluation questionnaire will be prepared by UoB as lead partner for the WP5 regarding the creativity centers, with the aim to gather information on the recipients' perceptions of creativity and the use of the new creativity centres provided by the IF4TM Project. The questionnaire will be provided to staff of Creativity centers before the workshops are delivered and also afterwards, in order to measure the impact of the creativity workshops on the staff and their perception of creativity before and after.

Additional to the questionnaires, the evaluation will be conducted by the visit to the established creativity centers by the lead partner UoB, either during the delivery of the workshops, or after the workshops are conducted, in 2019.