



crea
summer academy

Creativity & ICT
for new
entrepreneurship

SUMMER ACADEMY - UK

PROGRAM
20TH JUNE - 1ST JULY



Week 1

Monday
June 20th

INTRODUCTION & ENTREPRENEURSHIP ELEMENTS

Robert Young / Paul Emmerson / Marcos Antonio De Lima Filho

Site Visit to Newcastle Library Community Hub

Tuesday
June 21st

TEAM BUILDING

Robert Young / Paul Emmerson / Prof. Sheng-feng Qin

Wednesday
June 22nd

DIGITAL WORKSHOP DAY

Prof. Sheng-feng Qin / Tom Dykes

Entrepreneur stories: Dhiraj Mukherjee / Matt McGrath

Thursday
June 23rd

SERVICE DESIGN & STORYTELLING

Matthew Lievesley / Dr. Mersha Aftab / John Gribbin / Paul Emmerson / David O'Leary /
Dr. David Parkinson / Neil Smith

FRIDAY
June 24th

BUSINESS WORKSHOP & INTELLECTUAL PROPERTY

Paul Emmerson / Howard Fenwick / Dr. Stuart English



This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No 644988.



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Week 2

Monday
June 27th

HACKATHON

Paul Emmerson

Tuesday
June 28th

CO-DESIGN PROCESSES, COMMERCIALISATION & CROWDSOURCING

Paul Emmerson / Prof Robert Young / Matthew Lievesley / Dr. Sheng-feng Qin

VISIT TO NORTHERN DESIGN CENTRE: START-UP BUSINESSES

Wednesday
June 29th

DIGITAL PRODUCTS INNOVATION

Paul Emmerson / Simon Scott Harden / Paul Callaghan

Thursday
June 30th

INNOVATION STRESS TESTING & DIGITAL

Paul Emmerson / David O'Leary / Peter Arnold / Dr. Sheng-feng Qin

COMMUNITY PRESENTATION

FRIDAY
June 1st

PITCHING DAY

Paul Emmerson / Prof Robert Young / David O'Leary / Peter Arnold / Dr. Sheng-feng Qin / Simon Scott Harden / Matthew Lievesley / Paul Callaghan

DRINKS



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