

16<sup>th</sup> COEUR  
Idea Generation Workshop



16<sup>th</sup>-21<sup>st</sup> September 2018



Hosted by The Robert Gordon University, Aberdeen, Scotland, UK



At The Burn, Edzell – Scotland, 'Your Home from Home in the Highlands' (see <http://theburn.goodenough.ac.uk/about-the-burn/about-us>)

The School of Creative and Cultural Business is delighted to welcome you to this year's 16<sup>th</sup> COEUR Idea Generation Workshop.

Your workshop team consists of the following members:

**Andrew Turnbull**  
**Tracy Pirie**

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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***Dear Friends,***

It is our pleasure, here at the School of Creative & Cultural Business at the Robert Gordon University (the best UK University for employment, HESA 2015) to be hosting the upcoming 16<sup>th</sup> edition of the COEUR Idea Generation Workshop, the third time this has been hosted here in Scotland. It is our hope that we can deliver an inspiring and exciting event for you that will be the equal of any of those held previously.

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

*"Digital-preneurs in Scotland –  
bringing the old into the new"*

The hope of adopting this focus is to challenge students to develop ideas which will aim to make these important Scottish industries sustainable in a digital future. How do these industries embrace the digital age to enhance and complement their current competitive strengths?

The developed programme is focused on visits, talks and group sessions which look to provide students with the skills and knowledge necessary to assist them in developing their 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; in a recent meeting of the European Council, a dedicated theme was the digital economy, with a key focus on the need for digital innovation to enhance growth, competitiveness and job creation across the board. Indeed, in the Entrepreneurship 2020 plan, one of the pillars for their overall vision is to create a digital entrepreneurial culture, linking directly into the focus of the theme for this year's COEUR workshop. Furthermore, they aim to attract, develop and retain digital entrepreneurial skills – individuals like you who are growing, learning and working in a digital age.



## HOST UNIVERSITY

The School of Creative and Cultural Business 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. In 1992, the Robert Gordon's Institute of Technology (as it was then known) was awarded university status. The university campus, which has grown enormously over the years, is now on the beautiful banks of the River Dee, including:

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

The university hosts over 16000 students per 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 a reputation of being the best UK University for Employment (HESA 2015).

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 will be known for the impact of its teaching, scholarship and research, the employability of its graduates, its influence in the region and nation, its growing profile, and its strong inter-disciplinary focus on issues of concern to the local and global community.

As a founder institution of COEUR, RGU is committed to 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 delivery of modules such as the COEUR offering of Business Creativity and development of a Centre for Entrepreneurship, which holds the view that: 'Entrepreneurship is a creative process which harnesses 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, which is situated just outside the picturesque rural village of Edzell in Angus. Edzell (<http://www.visitscotland.com/info/towns-villages/edzell-p241451>), which was established in the early 1800s is widely known as the jewel in the crown of Angus. The centre is located approximately one hour's drive 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 post office, a pub 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, who provide 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. See the surrounding area via <https://www.youtube.com/watch?v=uSFj7TCgzUI&t=2s>

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 GBP300 (max)/Tutors GBP400.** This amount includes all travel from/to the Burn House after the first session of the workshop on Sunday, as well as all subsequent travel during the week for visits. Full board and lodging is also covered by the cost, as well as cultural visits, activities and excursions. These will be both a source of inspiration and an opportunity to experience a small sample of what Scotland has to offer.

**Workshop Numbers/Payments will be specified after confirmation of participation, substantially including a direct non-refundable down-payment of 100,- €.**

**Notes on Scotland:** Students must be prepared for 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, wet weather), therefore visitors are advised to ensure that they bring appropriate warm/weatherproof clothing in case it is required. The Burn house however, has a number of outside activities, such as local walks, tennis courts, 5 a side football, croquet and a garden labyrinth, therefore you may want to enjoy these activities in the free time you have. 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, Sir Ian Wood Building at 11am on Sunday 16<sup>th</sup>

