



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Llywodraeth Cymru
Welsh Government

UWTSD Future Proofing Education: the entrepreneurial imperative. Making an impact in 2021

The year began in continuing lockdown requiring all activity to continue online. Preparation for the HEBCI return, extended until March 2021, revealed encouraging signs of resilience, innovation and impact, recording 784 graduate start-ups still trading for over 3 years. This year we supported 45 businesses to start trading. UWTSD salutes and celebrates the resilience, ingenuity and hard work of our graduate alumni entrepreneur ecosystem. Our Vice Chancellor highlighted the value of entrepreneurship to our economy.



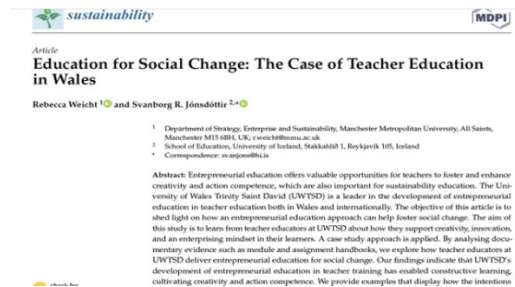
Our enterprising Enterprise Officers met with staff and students to identify needs and develop creative responsive advice, learning opportunities and experiences to promote entrepreneurship and enterprise as key to graduate learning and employability. Recovering from the pandemic and the new needs and circumstances this creates has clarified the need for innovative, collaborative and creative responses to issues and challenges and increased the appetite for support and advice in how to respond. UWTSD has continued to draw on the strength, creativity and goodwill of its ecosystem of graduate alumni and local enterprises, inviting them to play an active role in the student experience, creating real-world links and setting out future opportunities to students, coaching and mentoring students to develop the skills and mindset they will need.

Global Entrepreneurship Week was a great success, delivering workshops and webinars on wide-ranging topics, engaging with 147 students.



Working in collaboration with Welsh Government and informed by the research

UWTSD is very proud to have been showcased in a research paper 'Education for Social Change: The Case of Teacher Education in Wales', published in July, exploring UWTSD IICED, as a case study that, in turn, recognises Wales as a leader in entrepreneurial education.



The University continues to take advantage of local business role models and alumni to support undergraduates to make links between their studies and future working lives. These powerful, first hand experience narratives are not only relevant and meaningful, but also hugely inspiring to students as they hear rich and diverse stories from entrepreneurs who once sat where they sit.

Gareth Thomas of Business In Focus (a graduate of Carmarthen Business School from 2016), provided a session on his experiences since graduating from us. Since completing his M.Sc. in Human Resource Management, Gareth is now the Enterprise Hub Engagement Co-ordinator for S4C. Truly inspiring examples of what a UWTSD education can take you.

Rachael Wheatley rachael@waters-creative.co.uk (Big Ideas Role Model)

Rachael, from Waters Creative, started the event with an entertaining talk full of advice and tips for those wanting to freelance as well as guidance for students wanting to work for a creative studio.

Students took part in the Summer Start Up week gaining insight, skills and experience in idea generation and implementation.



Creativity and innovation are at the heart of the University of Wales Trinity Saint David's (UWTSD) mission to enhance graduate employability and the number of graduate start-ups.

Building students' personal brand for sustainable employment.

In response to the pandemic, our on-line activities included the design of modules under the umbrella of enhancing 'Graduate Attributes'. Whilst there is core content, applicable for any program of study, they are delivered for the discipline and context. Hence our ACE, Ian Simmons, delivered this added value empowering event to 40, second year students, as a component of their Change Makers module.

At this year's Nexus conference Kath Penaluna, Felicity Healey-Benson and Paul Ranson delivered sessions highlighting the EntreComp Framework to UWTSD Lecturers. A session was also delivered namely 'Entrepreneurial Resilience – Strengthening the Educator and Graduate Pipeline'

EntreComp competencies link to new Curriculum for Wales 2022



1. **Ambitious, capable learners** who are ready to learn throughout their lives.
2. **Enterprising, creative contributors** who are ready to play a full part in life and work.
3. **Ethical, informed citizens** who are ready to be citizens of Wales and the world.
4. **Healthy, confident individuals** who are ready to lead fulfilling lives as valued members of society.



Into action

- Taking the initiative
- Planning & management
- Coping with ambiguity, uncertainty, risk
- Working with others learning through experience

Resources

- Self awareness & self efficacy
- Motivation and perseverance
- Mobilising resources
- Financial and economic literacy
- Mobilising Others

Ideas and opportunities

- Spotting opportunities
- Creativity
- Vision
- Valuing ideas
- Ethical and sustainable thinking



UWTSD's Nexus + 2021 Beyond Covid – Building Resilient Communities

NEXUS+

We have recruited the program director of our tourism programs as an ACE, to support the increasing number of tourism students and graduates considering starting their own business. Our graduate and Big Ideas Role model Ben Room is collaborating with us to take this forward.

Innovative learning and industry collaboration is a key focus

UWTSD showcased **Animal magic! PreMedPrep products to improve children's medical experiences**. Whilst not specifically highlighted within the report Dylan Williams Evans is supporting Adam Higgins with 1-2-1 meetings and signposting to other supportive organisations. A new collaboration between the University of Wales Trinity Saint David's (UWTSD) [Assistive Technologies Innovation Centre](#) (ATiC) and one of its Master's students, to improve children's medical experiences.



ATiC is working with MSc Industrial Design student Adam Higgins as he develops his range of [PreMedPrep](#) products, which are aimed at preparing children in advance for common healthcare procedures such as blood tests, heart and temperature examinations, and nebulisers for medication intake. "Healthcare procedures can often cause children to experience anxiety, fear, and stress because of a 'fear of the unknown'," said Adam, aged 22, from Rhiwbina in Cardiff, who is a Product Design graduate of UWTSD's Swansea College of Art. "A child's lack of understanding of what is happening to them can lead to a negative experience of medical procedures; it can cause fear and anxiety and affect their future medical visits." "This can have lasting implications and children will often refuse future treatments, which can lead to longer procedure times and makes the work of healthcare professionals more challenging."

UWTSD has a long-standing reputation in the field of creative entrepreneurial development

Our entrepreneurial alumni, continue to provide support and inspiration to nascent entrepreneurs, particularly so within the creative industries. Here is one of Karl Mountford's recent commissions

shared on twitter. It is Karl that provided the visual of Kath, that she uses to introduce herself, in her power points.



Celebrating World Intellectual Property Day, co-hosted event with Enterprise Educators UK and Loughborough University.

Kath Penaluna has been a long-standing champion of raising awareness of intellectual property amongst learners, graduates and staff. To contribute to policy interventions, she is an invited member on the UK Intellectual Property Office University and Colleges Group, with a remit to develop educational activities. Traditionally, the UKIPO have worked with University Tech Transfer Officers to disseminate the educational programs available, whereas research that Kath has undertaken, suggests that enterprise educators have a role to play.

UWTSd joined with Vamk University in Finland to co-deliver an online workshop on “How to Pitch” for professionals from the creative and cultural sectors. The two-hour event, held on June 11, brought together creative professionals from Finland and Wales, providing the opportunity to experience a training demonstration in an informal online gathering.<https://www.uwtsd.ac.uk/news/press-releases/press-2021/uwtsd-co-delivers-an-online-workshop-with-finlands-xamk-university-for-the-deus-project.html>

Collaboration for supporting start-up

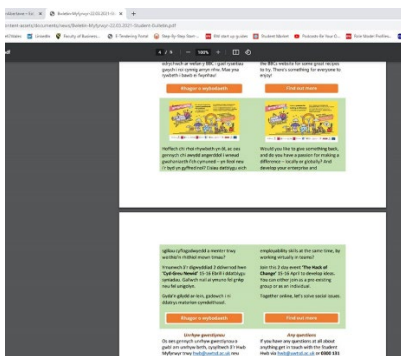


At its heart, Canolfan S4C Yr Egin, based on the University of Wales Trinity Saint David campus in Carmarthen, inspires creativity and imagination, fostering talent for the future. S4C’s headquarters and a number of other creative sector businesses are also located at Yr Egin. As well as high-quality

office space and music recording facilities at Yr Egin, the centre has state-of-the-art green screen and vision mixing facilities, along with hot-desking spaces and extensive contacts within the creative community of the region. Steffan Rhys Williams, who has a music studio at the centre, says Yr Egin provides a combination of world class facilities and networking opportunities with other creative sector professionals.

Business support and networking for graduate start-ups in Wales - joint event between UWTSD & Federation of Small Businesses on 30th June 2021. Dylan liaised with all relevant speakers and organisations to deliver this event for UWTSD students/graduates and it was opened to any Wales Student/Graduate and promoted through the FSB Newsletter. The event allowed start-ups to hear from support providers, including speakers from Business Wales, Big Ideas Wales, Prince’s Trust, FSB Wales, and UWTSD, as well as the entrepreneur experience from a successful young entrepreneur.

Local collaboration



The Hack for Change event ignited community creativity and collaboration to identify and address issues and challenges of local significance.



The Living Lab Challenge enabled UWTSD to contribute to making Swansea city centre a vibrant and thriving place to be, post-COVID. DeuS, an Erasmus+ project funded by the European Union, is a Vocational Educational and Training (VET) regional initiative, aiming to co-create a European-wide learning and training approach in design, critical thinking, and entrepreneurship. The Living Lab Challenge, took place over four sessions in July and brought together a team of creative professionals to work collaboratively on a specific theme, examining ‘Buildings, Routes and Identity: How can UWTSD contribute to making Swansea city centre a vibrant and thriving place to visit and spend time in?’

A Llanelli school was awarded an EntreCompEdu School Pioneer Award in recognition of their passion and enthusiasm for their entrepreneurial learning journey.

Dafen Primary School welcomed Lee Waters, Deputy Minister for Climate Change, Nia Griffith, Shadow Secretary of State for Wales, Gareth Morgans, Director of Education and Children’s Services at Carmarthenshire County Council, UWTS D’s Dr Christine Jones, Interim Dean of the Institute of Education and Humanities, and local business champion, George Parker, of Parker Brothers (Contractors) at a two-day event to showcase their entrepreneurial skills.



Dafen Primary School unveils Global EntreCompEdu Pioneer School Award



National collaboration

Our commitment includes funding and partnering with industry. For example, investing in Ship Shape, as a ‘Spin In’, an innovation that links venture capital to the needs of founders. They are 2021 winners of the Wales Fin Tech Start Up awards, and international recognition of their innovative business has led to a valuation of £2.5 million.



EEUK presentations were delivered by UWTS D staff delivering topics on:

“Entrepreneurship and the Sustainability Challenge: the need for a systemic approach to Entrepreneurship Education” – Kirby; Healey-Benson and Penaluna

“21st Century assessment methods for 21st Century competences” - Young; Israel



European collaboration

1. How can schools and universities accelerate and deepen Entrepreneurship Education? UWTSD's participation in a European discussion, hosted by JA Europe

Our Welsh Government funded activities are enhanced by the understandings gained from engagement with the European community. In collaboration with Elin McCallum (former Enterprise Manager with Welsh Government), UWTSD leads on EntreCompEdu, an Erasmus funded project, training teachers to enhance the entrepreneurial capacity of their learners. In addition to Kath Penaluna, who is the project lead, three additional members of the IICED team contribute to the delivery of the project.

Thank you [@hazelisrael12](#) [@BantaniEdu](#) for sharing [@EntreCompEdu](#) with the panel & participants! 🌞



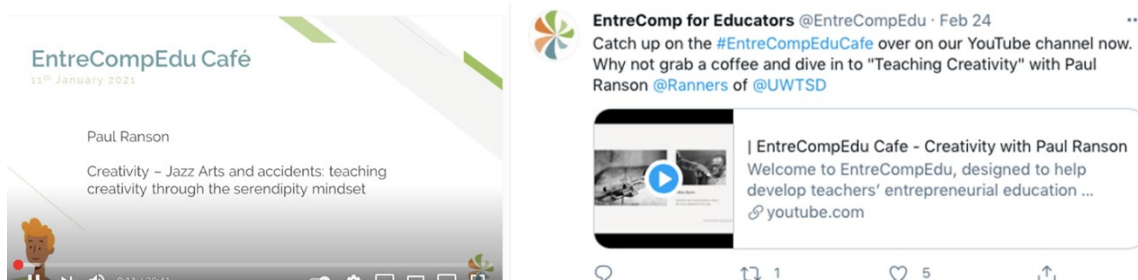
International collaboration



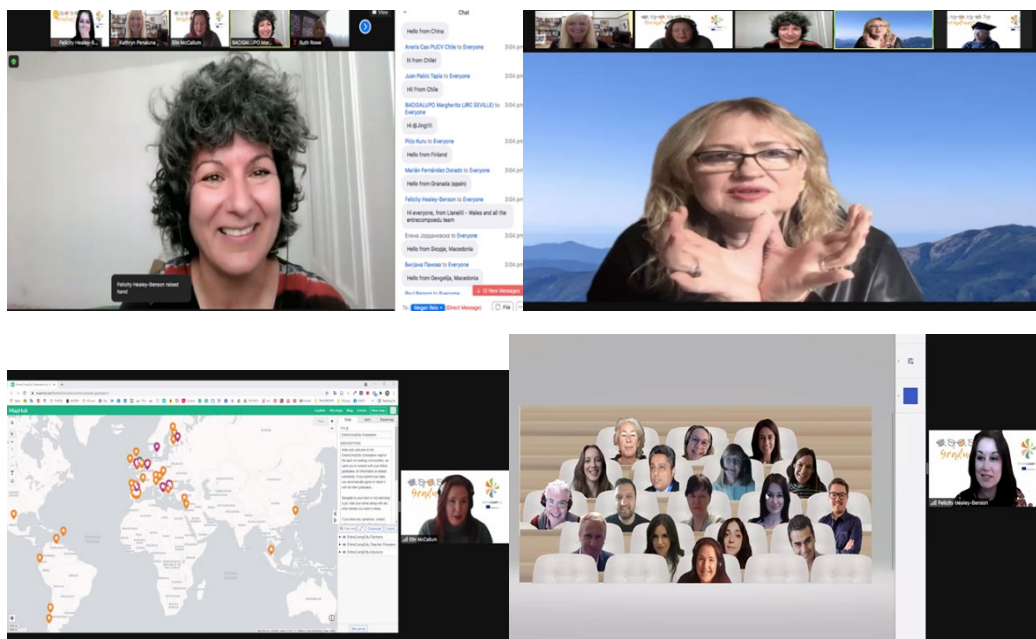
UWTSD is working with St Michael's College Vermont to offer the International Sustainability Summer Schools. These real-life problem solving experiences inform visiting students on the different perspectives of sustainability in Wales through cultural, ecological, political, geographic, and artistic lenses

Collaboration for developing entrepreneurial educators

UWTSD promoted creativity in learning as Paul Ranson delivered a session in the popular EntreCompEdu weekly café session on teaching creativity



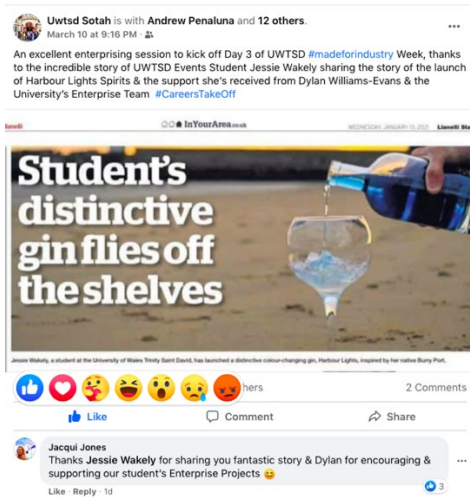
The international community built through EntrecompEdu was celebrated in collaboration with the Joint Research Commission and European Training Foundation, visually represented on a map to show the reach of our evolving educator networks.



Recruitment of Academic Champions of enterprise

Made for Industry Week – enterprise session, 10 March.

In collaboration with our recently appointed ACE for Tourism and Hospitality, Jacqui Jones, Dylan organised an enterprise session, as a component of the Schools, Made for Industry Week. The on-line event, included a presentation by student Jessica Wakely, sharing her story of taking forward Harbour Lights Spirits, the academic support by Jacqui to integrate the business development as part of her studies and the business mentoring from Dylan.



Academic Champions of Enterprise and other academics who have shown an interest in Enterprise & Entrepreneurship to promote and encourage engagement with the new Enterprise Club. We have worked closely with individual academic staff members to promote student engagement and involvement. The event was promoted through the various student channels such as the weekly Student Bulletin on the 3rd December. The first club meeting was held on 8th December online where we had a number of attendees who were interested to see what was involved and to give their opinions as to how they wished to see the Enterprise Club evolve in the future.

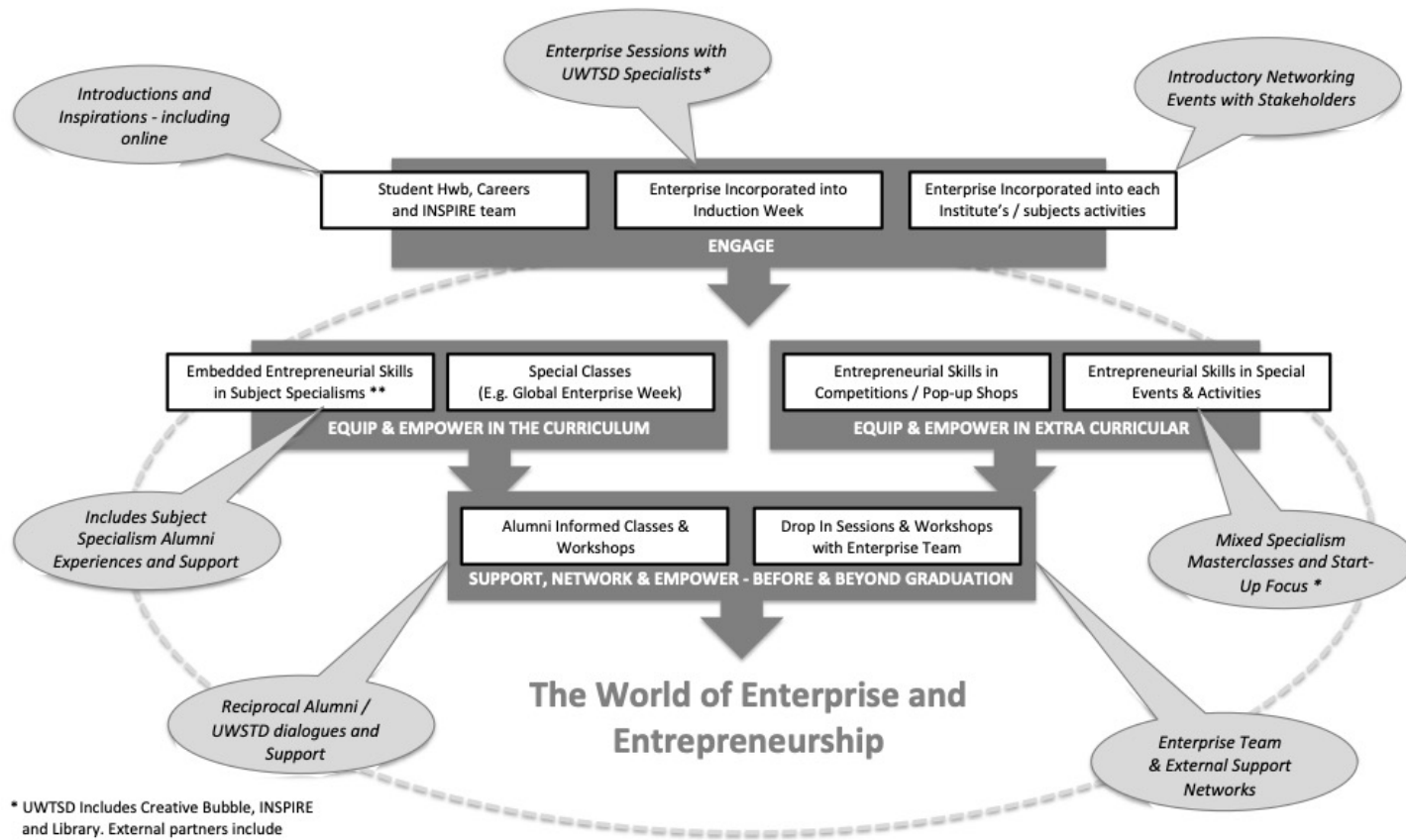
Summary

To summarise, the UWTSd student's entrepreneurial journey is all about nurturing entrepreneurship within our diverse communities; we learn from our people; students, graduates, and our partners, who sustain us, and we in turn sustain others through our insights and pro-active support for the ecosystems within which we work.

Connect and collaborate with us

Students, graduates, staff or community members can easily get in touch with a single click

to: enterprise@uwtsd.ac.uk



* UWTSD Includes Creative Bubble, INSPIRE and Library. External partners include Welsh Government Provision and Princes Trust.

** Formally Validated Curriculum - supported by International Institute for Creative Entrepreneurial Development. Evidence based and research informed.

UWTSD Student's Entrepreneurial Journey