

DISSEMINATION REPORT // GROWTH4SMEs

The project group created a dissemination strategy at the initial kick-off meeting, which has been followed throughout the project. The dissemination activities have been monitored in the shared Microsoft Teams folder.

During the first couple of months the group decided upon a dissemination starter kit – including a logo, a common press-release and a short PowerPoint presentation about the project.



The dissemination channels are:

1. presentations,
2. LinkedIn
3. Press-releases
4. Digital portal - growth4sme.eu,
5. Media coverage

This report provides an overview of all dissemination activities.

1 / PRESENTATIONS

The project has been presented during the following meetings:

Norway:

08.01.2021

30 min

GROWTH4SMEs - project presentation

Information about the project

Dean of studies, weekly meeting - Dean of studies /Section of studies meeting

16.04.21

1 hour

Short presentation of GROWTH4SMEs in the faculty's annual strategic report 2020

The faculty's annual report, highlighting both the challenges, the solutions and the results achieved in 2020

The faculty board meeting - approval of the 2020 annual report

18.05.21

1 hour

Information about GROWTH4SMEs

Status report for the project

The faculty management, the Dean, the Vice Deans, the faculty Director

16-11-2021

1 hour

Status report: "Main activities at UiO/Faculty of Humanities (HF) in phase 1 of the project 2021 - from project start in February to 1.st milestone on 23 September"

Presentation of status report

The faculty management, the Dean, the Vice Dean's, the faculty Director

01-12-2021

1.5 hour

Presentation of the GROWTH4SMEs project on request

Information exchange: Possible collaboration between GROWTH4SMEs and UiO: Life Science Growth House

UiOs leader of WP4 in Circle U, Henrik Schulz and other members of the Life Science Growth House team; innovation advisers Nicolay Bérard-Andersen and Ivar Bergland

Oslo Science Park

27.05.21

30 min

Presentation of GROWTH4SMEs

Information about the project

The Vice Dean of Studies meeting; members are Head of Studies from the 7 Departments and 2 Research Centres connected to the faculty

25-01-2022

2 hours

Presentation of the GROWTH4SMEs project on request

Presentation of the project and sharing of some experiences, reflections and lessons from the first round of CC for the Project and Process Support Office and network at UiO

UiO Department for Organization and personnel, Team Competence and organizational development

12-05-2022

30 minutes

Written orientation to recruit for CCs in Norway

The Vice Dean of Studies meeting; members are Head of Studies from the 7 Departments and 2 Research Centers connected to the faculty

22-09-2022

30 minutes

Written orientation to recruit for CCs in Belgium

The Vice Dean of Studies meeting; members are Head of Studies from the 7 Departments and 2 Research Centres connected to the faculty

01-03-2023

1 hour

Orientation on project progress, the dean's involvement and the closing conference

Vice Dean of Studies

Bi-weekly meeting with administrative staff

23-03-2023

1 hour

Orientation on Closing Conference, program and participants

The Vice Dean of Studies meeting; members are Head of Studies from the 7 Departments and 2 Research Centers connected to the faculty

20-04.2023

1 hour

Oral orientation on progress/status Closing Conference

The Vice Dean of Studies meeting; members are Head of Studies from the 7 Departments and 2 Research Centers connected to the faculty

27-04-2023

Full day

Closing Conference – main dissemination event of the project

Vice Rectors of the University of Oslo, Deans of the Universities in Aarhus and Oslo, faculty and department leaders at the University of Oslo, Deans of all Faculties of Humanities in Norway, staff from university and university colleges in Norway, Belgium and Denmark, Circle U university alliance, the Guild, participating SMEs and students/recent graduates, SiO Career Center, HK-dir (EU funding office in Norway), international office and networks at UiO.

04.05.2023

1 hour

Evaluation of closing conference with

Vice Dean of Studies

Bi-weekly meeting with administrative staff

15.05.2023

1 hour

Evaluation and feedback on Closing Conference with

Section of Studies – bi-weekly meeting

Belgium:

29.03.2021

60 min

link project to courses softskills at UCLL

find synergies

teachers UCLL

12.03.2021

90 min

present project to VDAB (agency for employment Belgium)

goal : set up partnership for case competitions & find content for our platform

24.01.2022

60 min

link project to courses softskills at UCLL

find synergies

teachers UCLL

01.02.2022

30 min

Present project to international partners

Organise hack the waste case competition together

Banku Augstskola Latvia, Belgian IT campus South-Africa, DOBA univ Slovenia, Fontys Netherlands

29.03.2022

30 min

present project to teachers graduate

organise hackaton with graduate students & smes

head of graduate programs

02.08.2022

60 min

present project & survey

participation for survey

local SMEs (30p)

corda campus Hasselt (tech startup campus)

18-08-2022

30min

present project & survey

researchers university Hasselt

12-10-2022

30min

present project to SME

qualitative interview

owner SME

Limburg, at company

8-06-2023

3 hours

Present project to research-team Art of Teaching

30 teachers and researchers UCLL

Denmark:

12.01.2021

30 min

Presentation of Growth for SMEs

Information about the project

Confederation of Danish Industry and Head of departments at School of Culture and Society

04.02.2021

30 min

Presentation of Growth4SMEs

Business and innovation coordination group

Aarhus University

13.10.2021

30 min

The future job market - a more competitive? – results from Growth4SME

International Advisory Board, Faculty of Arts.

15.03.22

30 min

Presentation of Growth4SME results

Information of results

Researchers and teachers and students at the faculty of Arts

Godsbanen, Remisen Aarhus

07.12.22

30 min

Presentation of Growth4SME results

Business and innovation coordination group

Aarhus University

17.04.23

Presentation of Growth4SME and the content on the website, at Innovation conference in Louvain-la-Neuve – the presentation and links to the Growth4SME.eu website will be part of a book on working with innovation and design thinking that will be published at Louvain-la-Neuve University Press.

2 / LINKEDIN

20.55



← Søg efter indlæg i Growth4SMEs

Fremhæv dette indlæg ved at fastgøre det øverst.

Fastgør



Karolien Vlayen · 2.
Aanspreekpunt secundair onderwijs UCLL, docente VEB...
★ Administrator · 2u

+ Følg ...

3 exciting days behind us: the third case competition as part of the Erasmus+ project ... se mere

[Se oversættelse](#)

Dig og 5 andre

1 kommentar

Startside

Dit netværk

Opplå

Notifikationer

Job

20.56



← Søg efter indlæg i Growth4SMEs



Katarine Solvang · 11md
Advisor - External relations Dean's office,
Faculty of Arts at Aarhus University
★ Administrator · 11md

Really enjoyed having your students in Denmark 🇩🇰

[Se oversættelse](#)

Faculty of Arts - Aarhus Universitet
4.548 følgere
11md · 6

Case competitions handler om at vise, hvordan universitetets studerende og ... se mere



2

Synes godt om

Kommenter

44 eksponeringer

[Vis](#)

Fremhæv dette indlæg ved at fastgøre det øverst.

Fastgør

Startside

Dit netværk

Opplå

Notifikationer

Job

20.56



← Søg efter indlæg i Growth4SMEs

#growth4SMEs #hackthewaste #hackathon



Torunn Nyland · 1.
Career and Employability Coordinator at University of Oslo
1år · 🌐

Hack the Waste - 24-hour hackaton at UCLL as part of the Growth4SMEs project!

[Se oversættelse](#)

Startside Dit netværk Opslå Notifikationer 1 Job

20.56



← Søg efter indlæg i Growth4SMEs

Det øverst.



Torunn Nyland · 1. ...
Career and Employability Coordinator at University of Oslo
★ Administrator · 5md.

October case competition at The faculty of Humanities ... se mere

[Se oversættelse](#)

Case competition: Practical experience and exam combined - Faculty of Huma... >

hf.uio.no · 4 min. læsetid

👍 2

[Synes godt om](#)[Kommenter](#)

Fremhæv dette indlæg ved at fastgøre det øverst.

[Fastgør](#)

Startside Dit netværk Opslå Notifikationer 1 Job

20.56



← Søg efter indlæg i Growth4SMEs



Jorn Bernaerts · 2.
Student aan Universiteit Hasselt
10md · Redigeret ·

+ Følg

🇳🇱 Last week I went to Oslo together with [Jonas Bosmans](#), [jonas emmer](#) & [Dayo](#) ... se mere
[Se oversættelse](#)



5

Synes godt om

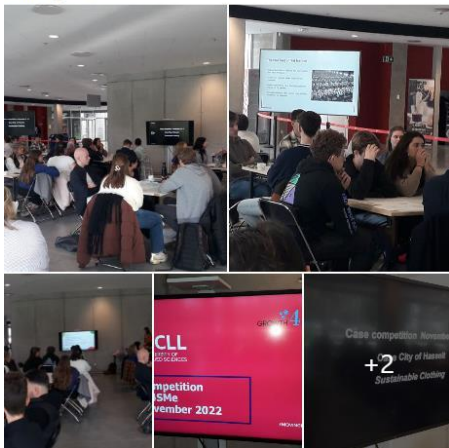
Kommenter

Startside Dit netværk Opslå Notifikationer Job



Ilse Fraussen · U
Researcher UC Leuven-Limburg
6 mind ·

So happy to welcome students from Denmark, Norway and #UCLL on the #growth4SMEs #casecompetition. Working hard on the challenging real-life cases provided by case owners #INZvzw and #cityofHASSELT #sustainability #movingminds



Growth4SMEs
Karolien Vlayen · 1e
1 mind ·

3 exciting days behind us: the third case competition as part of the Erasmus+ project Growth4sme. An exciting mix of activities with a visit to #cordacampus #xplab as the start of the case competition. Thanks to all colleagues and #vlajo for making it a success together. A transdisciplinary project where electromechanics, SME, AF and shortened educational teacher training students UCLL worked together with Norwegian and Danish students on a case from the sustainable resources expertise centre of Hogeschool #UCLL.

Vertaling weergeven



Uien S. andersen

1 commentaar

Interessant

Commentaar



Ilse Fraussen · U
Researcher UC Leuven-Limburg
6 mind ·

2 dagen om duurzame oplossingen te bedenken rond challenges van Vianode. Onze #movingminds gaan voor de hoofdprijs! Gefeliciteerd toppers! #ucll #growth4sme's #casecompetition #universityofOslo



28

1 commentaar · 1 repost



Ilse Fraussen • U
Researcher UC Leuven-Limburg
1 j •



🏆 Topteam Belgium at the 'stay relevant' case competition in [Silkeborg Kommune](#)
[#aahrus university](#) [#ucll](#) [#movingminds](#)



👍 20

1 repost



Interessant




Commentaar



Reposten



Versturen

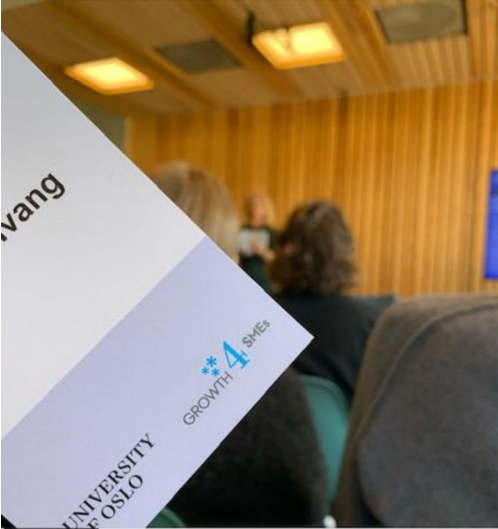


Katrine Solvang · 1st

...

Advisor - External relations Dean's office, F...
1w · 🌐

+ 1000 studerende og dimittender har deltaget i Erasmus+ projektet Growth4SME om innovation, design thinking og soft skills. Tak til Oslo universitet for at huse t ...see more




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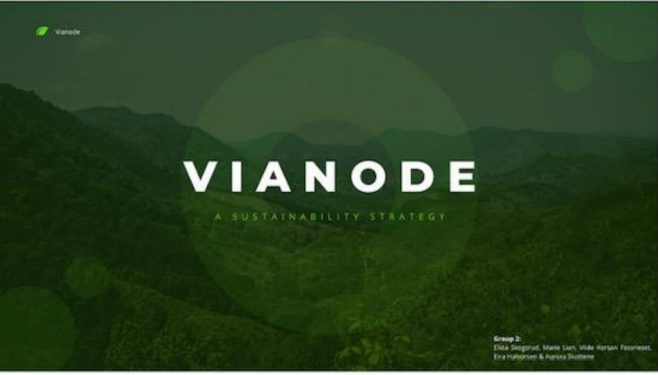
Marie Lian · 2nd

+ Follow

...

BCMS | Bilingual | Media Science |
Digital Marketing | Social Media
6mo · 🌐

Over the last few days, I have taken part in the University of Oslo's Case Competition within sustainability, as a part of my final exam for the course Framing the Envir ...see more



36


10 comments

Like

Comment

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The Kitchen - AU Erhverv og Innovation
5K followers
1yr · 🌐

+ Follow

...

CASE COMPETITION I TURISME: HVORDAN KAN MAN UDVIKLE NYE OPLEVELSER ELLER DIGITALE LØSNINGER TIL KULTURINSTITUTIONER? ...see more



50

Like

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UC Leuven-Limburg
24K followers
11mo · 🌐

+ Follow

...

We have a winner! Zin in een internationale case-competitie in #Oslo? Challenge accepted voor deze 4 topgasten uit het keuzetraject KMO & Ondernemen! 3 dagen w ...see more



40

Like

Comment

Repost

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Sien Wevers · 2nd
Beleidsmedewerker bij vzw IN-Z
6mo · 🌐

+ Follow ...

Vorige week mocht ik samen met Loes Ory #Froep als sustainable food solutions voorstellen op de case competition van #growth4SMEs. Studenten va ...see more



👍❤️🔒 38



Like



Comment



Repost



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Andreas Forfang · 2nd
Battery anode sustainability
@ Vianode
1w · 🌐

+ Follow ...

"Building skills for a sustainable future" was the topic at Universitetet i Oslo (UiO) yesterday. A highly relevant topic for Vianode and the #battery industry. ...see more



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Andreas Forfang · 2nd Battery anode sustainability @ Vianode 6mo · 🌐

[+ Follow](#) ...

Last week I was honored to host the Universitetet i Oslo (UiO) Sustainability Case Competition on behalf of Vianode. In two cases, students were encouraged to co ...see more



   80

1 comment

 Like

 Comment

 Repost

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  162

5 kommentarer 3 delinger

 Liker

 Kommenter

 Del

**UiO - Det humanistiske fakultet** 5 d · 🌐

I forrige uke arrangerte HF avslutningskonferanse for et EU-prosjekt som har gitt studenter verdifull arbeidslivserfari... Se mer



  Deg, Monica Bakken og 30 andre

2 delinger

 Liker

 Kommenter

 Del

center **Jobcenter Aarhus**
922 følgere
11md. • 🌐

Ø AKADEMIEKRE FRA AARHUS VINDER DETTE ÅRS
rowth4SMEs-KONKURRENCE I NORGE!

I den i år har Jobcenter Aarhus tilmeldt en række u... se mer



🌐 64

9 kommentarer • 2 min. lesetid

Lik

Kommenter

Legg ut på nytt

Send

4

1 kommentar

Lik

Kommenter

Legg ut på nytt

Send



Arnt Maasø • 1.

Associate professor at University of Oslo, Dep...

1md. • 🌐

Thanks for a great time in Hasselt, guys! :) Looking very much forward to the closing conference in April! 🙌



Closing conference for the Erasmus+-project Growth4SMEs -
Faculty of Humanities

3 / PRESS-RELEASE

Together in the group we drafted a press-release template and below you can see the Danish version of the press-release.

Example form Denmark March 2021

New project to bring students faster in jobs in small and medium-sized enterprises

With the support of the EU'S Erasmus + Growth4SMEs will create a new platform in which companies and students from Aarhus University, among others, can realize each others potential.

A number of graduates will soon be employed in small and medium-sized enterprises. This is the ambition of the project Growth4SMEs, which Faculty of Arts at Aarhus University has just initiated in collaboration with the city of Aarhus, Oslo University and Belgian UC Limburg.

With the support of the Erasmus +, the purpose is to create closer links between Aarhus University, the city of Aarhus ' Job centers and the country's small and medium-sized enterprises, just as a similar bridge-building will be rolled out in Norway and Belgium.

"The intention is to enter into a more intensified dialogue with small and medium-sized companies about what they need right now and here, while at the same time looking at how we as a university can meet these needs. Not by completing the study programmes – the students still have to have their strong academic skills – but by building small modules on top of the strong knowledge that the students already have when they graduate," says Niels Overgaard Lehmann, who is vice-dean on Faculty of Arts.

In practice, the project is built around a shared digital platform, from which companies can indicate the qualifications they lack at this particular moment. Once the need has been mapped out, the idea is to develop a number of open online courses – called MOOC Courses – where graduates can improve their skills in the competencies that the small and medium-sized enterprises are looking for. The platform will also be available in Denmark, Norway and Belgium.

"In relation to the small and medium-sized enterprises, there is in reality a translation work – graduates need to know more about the fact that there is an exciting labour market, and the small and medium-sized enterprises need more knowledge about humanities, because it turns out that they have a lot to contribute within communication, innovation, sales, The export and organisation of the work," explains Niels Overgaard Lehmann.

Local courses and competitions

In addition to the open online courses, the plan is also to design a number of local courses that can sharpen graduates' competencies in a regional context. This could include areas such as business understanding, e-commerce and knowledge of the latest communication platforms. In addition, special case competitions will be organised in collaboration with the city of Aarhus, where the graduates will have the opportunity to present their ideas on how companies can solve current challenges-based on experience from the courses.

"Even though our newly qualified academics are some very talented young people, their lives after graduation often start with a period of unemployment. It is a pity, because we know that they can initiate growth and development in the small and medium-sized enterprises, in particular, once they get into the right positions," says alderman of social Affairs and Employment in the city of Aarhus, Kristian Würtz.

"That's why it makes sense that we now engage in closer co-operation between the degree programmes, the job dissemination and the companies that can make recruitment easier and get graduates to work more quickly, where their competencies make a difference-for the benefit of them, business and industry and Aarhus."

Growth4SMEs' platform is being launched for May in Denmark, Norway and Belgium, and the first courses are expected to be ready in August month.

FACTS-Growth4SMEs: -Growth4SMEs is an acronym for 'GRaduate Ongoing work qualification toward offering Highly qualified skills for SMEs' and is a collaboration between Aarhus University, the city of Aarhus, Oslo University and Belgian UC Limburg. "The purpose of the project is to get more graduates to work faster in small and medium-sized enterprises. "This will, among other things, be done via a shared digital platform and courses that are specially organized according to the qualifications that the companies are looking for. -The project has received funding from the Eu educational pool Erasmus + and is being launched for May in Denmark.

4 / DIGITAL PORTAL

NOVEMBER 2021

International students solved problems for business community in Silkeborg

In connection with the Growth4SMEs project, eight students from Norway and Belgium were invited to take part in a case competition organized by the Faculty of Arts at Aarhus University and Silkeborg Municipality.



Five local companies from Silkeborg gained an international perspective on the challenges they faced during this year's case competition in the Stay Relevant project. Eight students from the University of Oslo and UC Leuven-Limburg in Belgium came to Denmark to take part.

Based on the Growth4SMEs project, the aim of which is to connect graduates with small and medium-sized enterprises, the Norwegian and Belgian participants used their academic expertise to find practical solutions for the business community in Silkeborg.

They were joined by more than 120 students from the Faculty of Arts, and there was no mistaking the enthusiasm of the international participants.

"The international angle has been fantastic. We have been given the chance to meet students from other countries and cultures, and the case competition really challenged us to abandon our comfort zone and drop our normal habits. So, it was an interesting experience," explains Bernard Geuns, a teacher who is also studying accountancy at UC Leuven-Limburg.

Why not put the marketplace by the lake?

Geuns and his fellow students from the Belgian university were asked to produce a proposal for Handel Silkeborg (the local trade association), who are interested in finding a new location for the town's marketplace. The students thought freely to produce a decent proposal.

"We walked round the town and found several good locations, but the lake caught our eye immediately. So, we produced an ambitious idea: why not put the marketplace in the lake? We have something similar in Belgium. In Limburg there is a road that passes straight through a local lake. We thought it would be interesting to do something similar here. It is true that our idea was not particularly realistic. But it was feasible," says Geuns.

“I think the company were a bit surprised by our proposal,” he says with a grin.

A fantastic way to gain experience

Geuns and his Norwegian and Belgian fellow students feel that taking part in an international case competition like the competition organised by Growth4SMEs is a fantastic way to gain experience.

“I think this kind of case competition is useful. I must admit that I wasn’t sure why I was studying Chinese before taking part in the first competition in Norway. But the whole process has helped me to appreciate my opportunities. It’s also our chance to show companies what we can do,” explains Tarej Brekke, who is studying Chinese at the University of Oslo and had won a local competition in Norway alongside one of his fellow students.

Bernard Geuns agrees:

“We’ve had the chance to interact with other people with different opinions – even within our own group. We’ve learned to listen and to stay in the background sometimes – and to try and keep an open mind, because we’re all studying different subjects and have different points of view. It’s also been a major challenge to focus on a specific case in a company and country with which we weren’t familiar. But I’d recommend this kind of international experience to other students,” concludes Geuns.

The plan is that in March 2022 students at the Faculty of Arts at Aarhus University will be visit-ing UC Leuven-Limburg in Belgium in connection with the Growth4SMEs project to take part in a similar case competition.

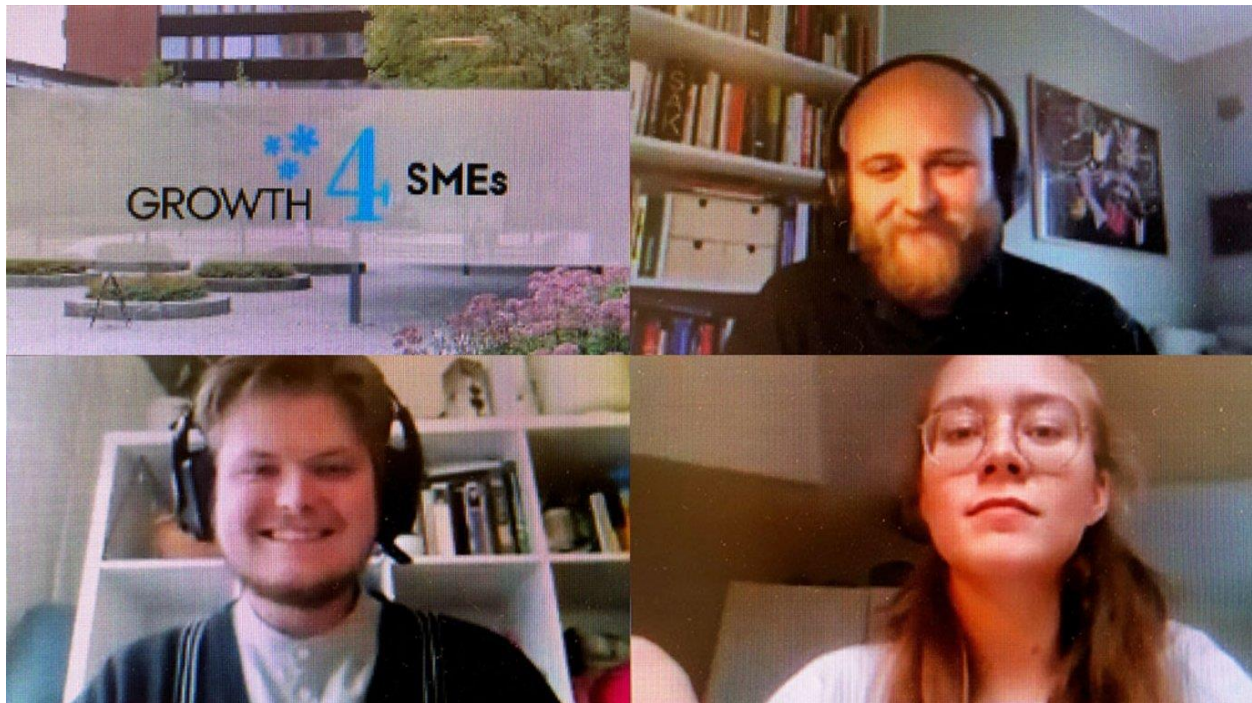
Facts – Growth4SMEs:

- Growth4SMEs is an abbreviation for GRaduate Ongoing Workqualification Towards offering Highly qualified skills for SMEs. It is a collaborative project involving Aarhus University, Aarhus Municipality, the University of Oslo, and UC Leuven-Limburg in Belgium.
- One of the goals of the project is to help graduates to find jobs more quickly in small and medium-sized enterprises.
- One way of achieving this is by organizing various case competitions and a joint digital platform and courses which focus specifically on the kind of qualifications that companies need.
- The project has received funding from the EU’s Erasmus+ education pool and was launched earlier this year.

DECEMBER 2021

Client impressed by students: “I broke into spontaneous applause and felt goosebumps”

In a competition in the project GROWTH4SMEs, humanities students have demonstrated their competence to potential employers – and to themselves.



“The students only had 48 hours. Still, they came up with something that was at a high level within my industry. They showed a good understanding of the task and of the format,” says Magnus Nystrand, partner at Corporate Communications AS.

“It’s completely realistic that we get urgent assignments like these.”

Nystrand was one of the clients in a competition in the project GROWTH4SMEs, in which students' teamed up to solve a task given to them by a company. One of the students on the winning team is Tarjei Brekke. He is currently working on a master's degree in Asia and Middle East studies, with an emphasis on China.

“I realised that I could do a lot more with my degree than I thought,” Brekke explains.

Training in solving realistic assignments

GROWTH4SMEs is funded by the EU Erasmus+ programme and gives companies and students the opportunity to discover each other’s potential. The University of Oslo, Aarhus University in Denmark and UC Leuven-Limburg in Belgium are all participating. The competition, which was held in September, was the first project initiative at the Faculty of Humanities.

“We need to solve global challenges together. To do that we need interdisciplinarity, teamwork, and close cooperation with employers and their needs,” says Gunn Enli, Dean of Studies at the faculty.

“I am very grateful to the companies that provided cases for our students. This gives them training in solving tasks that they may encounter in their working life.”



“This is not the last time that we will arrange such a case competition and we have gained useful experiences in this first round”, says Dean of studies Gunn Enli. Photo: UiO.

Fifteen teams, two tasks

A total of fifteen teams were all assigned a task. 48 hours later, they were to give a digital presentation to a jury.

Seven teams were assigned a task by the communications and content agency Manus AS to come up with a proposal for how the agency could highlight the value of visual digital services to its customers.

The other eight teams were assigned a task by Corporate Communications AS. On behalf of a fictional customer, they were asked to set up a simple analysis of the political situation in Germany. They were to examine key political players' views on the future of energy, particularly Norwegian natural gas.

A bridge between studies and working life

Two teams, one from each group, went through to the final. Brekke's team, which had been assigned the Germany task, went through with a presentation that was so good the client exclaimed: “The customer would've been happy to pay 120,000 Norwegian kroner for this!”

“I erupted into spontaneous applause and felt goosebumps,” says Magnus Nystrand.

Dean of Studies Enli comments:

“We want to build a bridge between studies and working life and this is a project that showcases the relevance of our studies. There is an element of competition that makes it exciting, and the participants take part in trying out something new.”

Ability to structure time and information

“We are always recruiting, and we traditionally seek out students from institutions such as the Norwegian School of Economics and Business Administration. This gave us the opportunity to get to know students with a different background and we can definitely see that their expertise is a positive for us,” says Nystrand, before adding:



Magnus Nystrand hopes that the Faculty of Humanities will continue working in this way, and he would absolutely recommend that other companies participate. Photo: Corporate Communications.

“The students at the Faculty of Humanities know languages, have a broad understanding of society and are able to structure both information and the time at their disposal.”

Tarjei Brekke was pleasantly surprised to discover just how much he knew:

“The expertise I have developed through my studies isn’t just about China. We have learned tools to analyse societal situations and politics. We have also developed skills such as the ability to write and express ourselves well.”

Seeking to raise awareness among students

Assistant Professor Siren Leirvåg is one of those with academic responsibility for GROWTH4SMEs at HF. She explains that the faculty’s goals are clear:

“We want to make students aware of the expertise they possess, not only academically but beyond that,” she says.

Students have an opportunity to do project work in interdisciplinary teams, just as many of them are likely to do in working life,” she explains.

“Most students probably don’t think about the fact that they know teamwork already. They might yawn at the prospect of working in groups. They might also not think that they are able to manage vast volumes of information or that they know how to present a solution to a problem.”

This is something that the students do all the time, but Leirvåg doesn’t think that they realise the value it has in working life.

“If you come from backgrounds such as religious studies, languages or regional studies, you will have a lot to show for, but you need to know how to present yourself and communicate it to an employer,” she adds.

Would you like to participate? The next competition will be held in March 2022. Further information about the application process and who is eligible to participate will be published.



About GROWTH4SMEs

The project «Graduate Ongoing Work Qualifications Towards offering Highly qualified skills for SMEs» (GROWTH4SMEs) is a three-year project that has just started at the Faculty of Humanities. Case competitions will be part of the project, possibly along with seminars or courses.

The Faculty of Humanities at the University of Oslo is one of four partners in the project, which was initiated by Aarhus University in Denmark. Other project partners are UC Leuven-Limburg in Belgium and Aarhus Municipality, Jobcenter Aarhus. GROWTH4SMEs is an ERASMUS+ strategic partnership project in the EU programme for education, training, youth and sport.

By Silje Pileberg

MARCH 2022

Case competition in Leuven

During the 24th and 25th of March 2022, a case competition entitled 'Hack the waste: Find a solution to the global waste problem' was held in the city of Leuven in Belgium.



The event had participating students from Belgium, the Netherlands, South Africa, Croatia, Serbia, Slovenia, Latvia, Norway, Brazil and Denmark.

If you would like to read more about the case competition, check out this [article from the Belgian newspaper HLN](#)

May 2022

Case competition: Nye bud på turismens potentialer



Hvordan kan man udvikle nye oplevelser eller digitale løsninger til danske kulturinstitutioner, som er med til at udvikle turismens potentiale? Det var udfordringen, da der var case competition i turisme i slutningen af april ved Aarhus Universitet. Udbyderne af cases var en vifte af danske museer.

Vinderholdet af case competition om turisme

Præmien var et rådgivningsforløb til en værdi af 25.000 til at gøre den gode idé til virkelighed, da 16 deltagere i en case competition skulle dyste om at udvikle den bedste ide til nye oplevelser eller digitale løsninger til danske kulturinstitutioner. Arrangementet fandt sted den 26. og 27. april 2022 i 'The Kitchen' ved Aarhus Universitet.

Bedre kobling mellem studier og erhvervsliv

Case competitions handler om at vise, hvordan universitetets studerende og kandidater kan skabe innovation og nyudvikling. På den måde bliver der mulighed for en bedre kobling mellem studierne og erhvervslivet.

Det var Growth4SME ved Faculty of Arts, som havde sat rammerne i samarbejde med Jobcenter Aarhus, University College Leuven Limburg, Oslo Universitet, Dansk Kyst og Naturturisme og Dansk Storbyturisme i regi af projektet Hub for Innovation in Tourism.

Deltagerne blev introduceret til de forskellige cases om formiddagen den 26. april. Lasse Chor, der er Founding partner af Happy42, faciliterede den første del af case-arbejdsprocessen og holdt oplæg om 'Designthinking og ideation' for at få de kreative tanker på gлед. Den 27. april startede deltagerne om morgenen med et one-minute pitch, hvorefter de arbejdede videre hele dagen indtil kl. 15, hvor pitchrunden gik i gang. Undervejs var der mulighed for sparring fra deltagende partnere fra Hub for Innovation in Tourism og projektgruppen omkring Growth4SME.

Hårdt for hjernen, men sjovt

Deltagerne var studerende fra Belgien og Norge sammen med ledige akademikere fra Aarhus, mens dommerne var Lasse Chor, projektchef Claudia Rota Andersen fra Dansk Kyst- og Naturturisme og Jeppe Dørup, der er Innovationschef ved Erhverv og Innovation på Aarhus Universitet.

”Det var første gang for os alle. Det var hårdt for hjernen, men det var så sjovt at prøve at deltage i en case-competition”, lød det efterfølgende fra vinderholdet bestående af Jane Lang, Liga Volfa og Truls de Lange.

Vinderne fandt på et spil, hvor man som bruger vælger et tema inden for turismeområdet, som man er interesseret i. Det kunne eksempelvis være ’wartime interest’ eller ’nature’. Spillet skaber derefter en rute for brugeren. De store turistoplevelser er inkluderet i ruten, men undervejs ”unlocker” brugeren nye oplevelser, så hun både bliver gjort opmærksom på museer og på oplevelser, hun ellers ikke ville være stødt på, fordi de måske er mindre kendte end de store steder.

De forskellige eksempler og udfordringer kom fra Museum Skanderborg, Museum Ovaraci, Ringkøbing-Skjern Museum, Fregatten Jylland og Aarhus Søfarts Museum. Deltagerne blev præsenteret for en række udfordringer, som kulturinstitutionerne står overfor og på baggrund af dem, skulle de hjælpe institutionerne med at tænke nyt.





NOVEMBER 2022

Case Competition UC Limburg November 8 & 9 2022

On November 8 & 9 2022, 44 students from Norway, Denmark & Belgium participated in the second Belgian case competition which was held at the campus of UC Limburg in Diepenbeek.



The 4 Danish students and 4 Norwegian students worked together with 20 Belgian marketing students and 16 Belgian SME management students in multidisciplinary and international teams.

Through two different cases the groups had to manage different skills such as teamwork, business understanding, problem solving and sustainable thinking. Both winning teams mentioned teamwork and communication as one of the key skills in their work during the competition.

The first case addressed sustainability within the clothing industry and the teams were tasked to see the issue from either the perspective of the fashion entrepreneurs or from the perspective of the city and its citizens. The winning international team addressed the meeting and working with new people as one of their biggest experiences during the competitions, but also highlighted their brainstorming process as a big part of their success. The international aspect of teamwork was important for the team and different skill sets were used.

The second case was creating a profitable workable business model for the concept of Froep (Soup and Fruit at Schools), a sustainable and social measure to ensure that every child gets a decent meal for free. The winning international team also highlighted teamwork and communication as an important part of their process, as well as seeking more information e.g., more key numbers from the company. This way, they kept the business aspect in my mind during the case competition, which they thought themselves

was part of the reason for their win.

The case competition in Belgium November 8 & 9 was not only a way for the students to gain experience with case solving, but a fantastic opportunity for the students to meet their international peers.

NOVEMBER 2022

Case competition in Oslo: Practical experience and exam combined

The students who participated in this autumn's case competition in Oslo solved a practical problem for a battery manufacturer and gained workplace experience, while also taking an exam.



Photo: Julie Lucie Liljeroth/UiO.

11 November 2022 by Mads Juul Petersen

The students who participated in this autumn's case competition in Oslo solved a practical problem for a battery manufacturer and gained workplace experience, while also taking an exam.

If you'd like to read more about the case competition, check out this [article](#) from University of Oslo

EU project provided students with valuable work experience

Through their participation in Growth4SMEs, students from the Faculty of Humanities (HF) have both showcased their expertise and connected with working life.



Growth4SMEs is an EU-funded project aimed at helping students into working life. The project is a collaboration between UC Leuven-Limburg in Belgium, the Faculty of Arts at Aarhus University in Denmark and the Faculty of Humanities at the University of Oslo.

At the closing conference on April 27 2023, the results of the project were presented, and current topics related to academia and working life were discussed. In addition, HF students shared their experiences as participants in the project's case competitions.

Case competitions – an important part of the project

Sunna Simma, Master's degree student in political communication, Truls de Lange, Bachelor's degree student in European languages and Amalie Bloch Helmers, Bachelor's degree student in history, talked about how, in collaboration with other students, they solved specific problems for different companies.



“My group's task was to create a business plan and online content for a company that produces handbags from recycled materials. We created a visual profile, identified customer groups and set up a website describing the company's products, message and sustainability strategy,” says Simma.

She is one of 89 HF students who participated in the project's case competitions.

Simma says that she benefited from the skills she has acquired as an HF student when solving the assignment.

“I got to use my knowledge of strategic communication and sustainability. Working with the website's text and image content for instance, I used various rhetorical tools that I have learned during my studies.”

About the project

Growth4SMEs (Graduate Ongoing Workqualification Towards offering Highly qualified skills for SMEs), is a collaborative project between UC Leuven-Limburg in Belgium, Aarhus municipality and the Faculty of Arts at Aarhus University in Denmark and the Faculty of Humanities at the University of Oslo.

The purpose has been to establish contact between businesses and students, and between academia and working life.

In addition, the project has aimed at making students aware of the competence they possess, in order to ensure that more graduates start their careers soon after completing their studies.

Among other things, the project has arranged case competitions where students have solved and advised specific tasks and issues for businesses.

You can read more on the project's website (growth4sme.eu).

Useful with expertise from the humanities

Truls de Lange's group was tasked with developing a digital solution to help museums and tourist services gain more visibility and publicity. Like Simma, he feels he was able to showcase and use his skills in the competition.

“As a humanities student, you learn some valuable work methods, as well as how to look at things in a broader context and see connections. I put this to good use in my work,” he says.

Amalie Bloch Helmers is a first-year history student at HF. Despite her short experience at the university, she benefited greatly from participating in the case competition.

“In a competition like this, you are forced to use and share the knowledge you have to solve the task. Since participating, I have become more confident and feel more comfortable sharing my ideas with others. It was a unique experience,” she says.

Simma, de Lange and Helmers were all participants in the group that won the competitions they participated in. Truls De Lange asserts that the most important thing was to participate.

“Even if one winner is chosen, there are no losers in this competition. Whatever the result, it is a unique opportunity to gain experiences and insights about oneself and one's own qualities.”

Case competitions as a teaching tool

In addition to students and businesses, teachers from the collaborating universities have been an active part of the project.

They supervised the students during the competitions and served as judges of the groups' work.



Eirik Welo is Associate Professor and Head of Studies at the Department of Philosophy, Classics, History of Art and Ideas at the University of Oslo. Photo: Julie Lucie Liljeroth/UiO.

Eirik Welo is one of the teachers involved in the project. He is excited and amazed by the students' efforts.

"I'm impressed by their ability to work quickly on complex tasks and the way they interacted with each other, regardless of their backgrounds in different disciplines," he says.

Welo points out that the HF students managed to adapt to the format.

Based on experiences from the project, he is open to integrating elements from the case competitions into his teaching.

"The format shows that teaching can be organised in a more student-active, task-oriented way. I plan to use elements from the competition in my own teaching and as a head of studies, I would encourage others at the department to learn more about the format."

Welo also sees other advantages to the case competition:

"It can be a useful tool for reducing the gap between academia and working life."

Connecting with working life

The background for the Growth4SMEs project was to connect students and businesses and get more students into work after graduation.

"We were interested in finding out what skills are in demand in small and medium-sized enterprises and how we can equip our students with knowledge beyond their field of study," says Katrine Solvang Larsen, Project Manager for Growth4SMEs and Adviser at Aarhus University in Denmark.

"We thought that the project could help the students in getting a job once they finish university."

Larsen says that making the students aware of their own competence was a clear goal of the project.

"My experience is that case competitions give the students insight into what they know and how competent they are. I think finding that you can solve a specific task for a potential employer is very useful."

This is confirmed by Truls de Lange:

"By participating in the competition, I am much more aware of the qualities I possess, both as an individual and as a participant in a team," he says.

Katrine Solvang Larsen also points out that the project has provided value to the teachers participating in the competitions.

"They have gained first-hand knowledge of what skills employers are seeking. These are experiences they can use when planning their teaching going forward," she says.

Focus on interdisciplinarity

Earlier this spring, the Norwegian Ministry of Education and Research presented the white paper 'Utsyn over kompetansebehov i Norge'. The paper outlined the Government's policy to meet the skills demand of the future.

The paper points out that the ability to collaborate in an interdisciplinary manner will be an important competence in the years to come.

Interdisciplinarity has been a significant aspect of Growth4SME's case competitions. The students have worked in diverse groups across disciplines and fields of study.

Truls de Lange describes the interdisciplinary collaboration as a particularly valuable experience.

“It has always been a mantra for me that two heads are better than one. This takes on an additional dimension when everyone has unique expertise from different disciplines. When we worked on the task, we benefited from everyone's knowledge and worked as a single unit,” he says.

In Amalie Bloch Helmer's group, there were students from both history and information technology. The fact that the participants came from different disciplines gave an extra sense of confidence in their work, she says.

“I found it reassuring to collaborate with students from other disciplines, especially considering that the task we had to solve depended on technological solutions.”

Sunna Simma believes that cooperation across disciplines is crucial for finding good solutions in the future.

“I believe interdisciplinarity is essential for solving major challenges. When we work together, we can find innovative ideas and develop products that can contribute to the green transition.”

Av Arne Vatn

Publisert 19. apr. 2023 09:00 - Sist endret 19. apr. 2023 09:00

5 / MEDIA-COVERAGE



Karriererådgivning
til ph.d.-studerende
Kontakt Vibeke Broe
vibr@iuh.dk



CASE COMPETITION

NYE TURISTOPLEVELSER

En snes studerende og kandidater konkurrerede om at få den mest nyskabende idé, da Aarhus Universitet afholdt en case competition i turisme. Udfordringen var at inspirere til nye turistoplevelser eller digitale oplevelser på kulturelle institutioner.

Vinderteamet vandt præsenterede et rådgivningsforløb - med et spil, hvor turisten vælger et tema inden for turismeområdet, som turisten er interesseret i, og som skaber en rute mellem kulturbud.

Det var Growth4SMEs ved Arts på Aarhus Universitet, som havde sat rammerne i samarbejde med universiteter fra Leuven i Belgien og Oslo i Norge samt Dansk Kyst- og Naturturisme, Dansk Storbyturisme og Jobcenter Aarhus.

Growth4SMEs har som formål at skabe forbindelse mellem universitetsstuderende samt små og mellemstore virksomheder.

stadiu arbejder som lektor på Aarhus Universitet, ... Carls scient.pot. og ph.d. i statskundskab fra Aarhus Universitet.... Tidligere lektor i medievidenskab på Aarhus Universitet...

PRM / Nyt projekt skal bringe studerende hurtigere i job i små og mellemstore virksomheder

☐ Ritzau ☐ 09.03.2021 ☐ 675 ord - Aarhus Universitet: Arts



Projektet Growth4SMEs vil med støtte fra EU's Erasmus+ skabe en ny platform, hvor virksomheder og studerende fra blandt andet Aarhus Universitet kan få øjnene op for hinandens potentiale.

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Nyt projekt skal bringe studerende hurtigere i job i små og mellemstore virksomheder

☐ Via Ritzau ☐ 09.03.2021 kl. 12:33 ☐ 611 ord - Aarhus Universitet: Arts



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☐ Nyheden er nævnt i yderligere 1 kilde
Localeyes (web)

UCLL-studenten komen met straffe ideeën rond gezonde voeding op school en rond duurzaamheid in de leidingsector

Roberta Raitt / 2017 / *Roberta Raitt: Sculpture, Jewelry* / 96 p. / \$49.95



DISPENSA: Een 2- of 3-sterren Marketing & KMO van UCL Campus Opleidingsinstellingen in het kader van een internationale samenwerking met een uit het buitenland gekoördineerd opleidingsprogramma voor werknemers. Het betreft studenten die binnen een jaar na hun afstuderen aan de opleiding worden ingehuurd door de organisatie waar zij hun opleiding hebben gevolgd.

The following is a brief description of the various groups and their functions, structure, and facilities. The groups are organized into four main categories: **General Interest Groups**, **Special Interest Groups**, **Professional Groups**, and **Student Groups**. Each group has its own set of responsibilities and a dedicated space within the organization. The groups are also organized into a hierarchy, with some groups reporting to others. The groups are also organized into a hierarchy, with some groups reporting to others. The groups are also organized into a hierarchy, with some groups reporting to others.

Self-protection action

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Handling site access requests

On average, roughly one out of three teachers in middle elementary grade teaching their thinking as a core cognitive skill. Thinking is most often discussed as an outcome, not as a process, and is mostly linked to a specific grade or subject. Teachers rarely thinking like in one way in general, but rather using it in particular ways in particular subjects. Finally, not enough thinking through the teacher's relationship with students in both the school and the home context. Thinking does not seem to be used as a method for teaching but as a strategy to help students in their learning process. However, the results of this study are not generalizable to all elementary school teachers.



Source: U.S. Census Bureau, *Marriage, Divorce, Remarriage in the 1990s*, Washington, D.C., 1995.

Source: 2019:

FREE 2004

ABOUT THE AUTHOR

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

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Case competition: Practical experience and exam combined

The students who participated in this autumn's case competition solved a practical problem for a battery manufacturer and gained workplace experience, while also taking an exam.



The students on the media studies course 'Planning the environment in media and communication studies', this autumn's case competition was also their exam. Together with other participants in the Erasmus+ project Growth2Media from Belgium and Denmark, they presented solutions to a very relevant dilemma for the battery manufacturer Varta.

For many of the students attending the course 'Planning the environment in media and communication studies', this autumn's case competition was also their exam.

Together with other participants in the Erasmus+ project Growth2Media from Belgium and Denmark, they presented solutions to a very relevant dilemma for the battery manufacturer Varta.

The theme was sustainability and the students could choose between solving a task where they had to figure out how they could make the battery manufacturer's strategy sustainable, or one deciding whether it was best to reuse or recycle batteries for electric cars.

After two days of intensive problem solving, the students presented their answers to a jury comprising the client, subject coordinator for the case competition Arnt Håkonsen and jury member Erik Håkonsen.

The most favourable type of exam

"It was educational, fun and challenging. Best exam I've ever had anyway," says Vigør Loe, a bachelor's student in Media and Communication, and part of the group that came out on top in the case competition.

"Our solution was to think outside the box and both reuse and recycle the electric car batteries," he concludes.

Although the students had little previous knowledge of battery production, they found it useful to be able to find and verify information.

"We did a thorough research job. You also helped each other and played to each other's strengths," says Håkonsen.

Impressed the client and jury

This was the third time the case competition was held at the Faculty of Humanities, and the jury was impressed with the high quality of the solutions.

"It was very difficult to choose a winner this time since all the groups gave excellent presentations," says Arnt Håkonsen, associate professor at the Department of Media and Communication.

Andreas Forberg at Varta believes that the students succeeded in identifying solutions that could be implemented in practice.

"The students presented a holistic perspective on sustainability and focused on what is possible within the economic system. There were good questions, quality presentations and great storytelling. They would really save it in at Varta," Forberg thinks.

Knowledge from different areas is a strength

The course 'Planning the environment in media and communication studies' is part of an interdisciplinary grouping of courses awarded 10 grade points in environment and sustainability studies that bachelor students can take, along with specialising in their main subject.

The students therefore come from a variety of academic backgrounds, including fields such as philosophy, media studies and languages. They played their diverse backgrounds as advantageous in the competition.

"Hopefully we can present solutions to ideas that the client has not previously thought of because we come from such different backgrounds and adopt a different approach to the problem," says Maja-Ragna Mørch, who is taking courses in Media and Communication at Akerhus University.

» More articles of images

About the case-competition:

The case competition is part of the Erasmus+ project Growth2Media, which aims to make it easier to get a job once students have completed their studies.

The project is a collaboration between University College Leuven, Leuven in Belgium, the University of Oslo in Norway, Aarhus municipality and Aarhus University in Denmark and is funded by Erasmus+.

The project maps the skills shortage in small and medium-sized companies in Europe and formulates requirements for graduates. In this way, the project seeks to fill the skills gap between companies and graduates.





EU project provided students with valuable work experience

Show submenu

Through their participation in Growth4SMEs, students from the Faculty of Humanities (HF) have both showcased their expertise and connected with working life.



"My group's task was to create a business plan and online content for a company that produces handbags from recycled materials. We created a visual profile, identified customer groups and set up a website describing the company's products, message and sustainability strategy," says Simma.

She is one of 89 HF students who participated in the project's case competitions.

Simma says that she benefited from the skills she has acquired as an HF student when solving the assignment.

"I got to use my knowledge of strategic communication and sustainability. Working with the website's text and image content for instance, I used various rhetorical tools that I have learned during my studies."

The students from the media studies course "Framing the environment in media and communication studies" gained new experience during the Growth4SMEs' case competition fall 2022. From left to right: Andreas Forfang, Vegard Lie, Michel De Bruyn, Håkon Weider, Oda Tømmerberg and Noëmi Petrovai. Photo: Julie Lucie Liljeroth/UiO.

Growth4SMEs is an EU-funded project aimed at helping students into working life. The project is a collaboration between UC Leuven-Limburg in Belgium, the Faculty of Arts at Aarhus University in Denmark and the Faculty of Humanities at the University of Oslo.

At the closing conference on April 27 2023, the results of the project were presented, and current topics related to academia and working life were discussed. In addition, HF students shared their experiences as participants in the project's case competitions.

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Truls de Lange's group was tasked with developing a digital solution to help museums and tourist services gain more visibility and publicity. Like Simma, he feels he was able to showcase and use his skills in the competition.

"As a humanities student, you learn some valuable work methods, as well as how to look at things in a broader context and see connections. I put this to good use in my work," he says.

Amalie Bloch Helmers is a first-year history student at HF. Despite her short experience at the university, she benefited greatly from participating in the case competition.

"In a competition like this, you are forced to use and share the knowledge you have to solve the task. Since participating, I have become more confident and feel more comfortable sharing my ideas with others. It was a unique experience," she says.

© Truls de Lange



Erik Welo is Associate Professor and Head of Studies at the Department of Philosophy, Classics, History of Art and Ideas at the University of Oslo. Photo: Julie Lucie Liljerøth/UiO.

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"Even if one winner is chosen, there are no losers in this competition. Whatever the result, it is a unique opportunity to gain experiences and insights about oneself and one's own qualities."

Case competitions as a teaching tool

In addition to students and businesses, teachers from the collaborating universities have been an active part of the project.

They have supervised the students during the competitions and served as judges of the groups' work.

Connecting with working life

The background for the Growth4SMEs project was to connect students and businesses and get more students into work after graduation.

"We were interested in finding out what skills are in demand in small and medium-sized enterprises and how we can equip our students with knowledge beyond their field of study," says Katrine Solvang Larsen, Project Manager for Growth4SMEs and Adviser at Aarhus University in Denmark.

"We thought that the project could help the students in getting a job once they finish university."

Larsen says that making the students aware of their own competence was a clear goal of the project.

"My experience is that case competitions give the students insight into what they know and how competent they are. I think finding that you can solve a specific task for a potential employer is very useful."

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This is confirmed by Truls de Lange:

"By participating in the competition, I am much more aware of the qualities I possess, both as an individual and as a participant in a team," he says.

Katrine Solvang Larsen also points out that the project has provided value to the teachers participating in the competitions.

"They have gained first-hand knowledge of what skills employers are seeking. These are experiences they can use when planning their teaching going forward," she says.

Focus on interdisciplinarity

Earlier this spring, the Norwegian Ministry of Education and Research presented the white paper 'Utsyn over kompetansebehov i Norge'. The paper outlined the Government's policy to meet the skills demand of the future.

The paper points out that the ability to collaborate in an interdisciplinary manner will be an im-

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Truls de Lange describes the interdisciplinary collaboration as a particularly valuable experience.

"It has always been a mantra for me that two heads are better than one. This takes on an additional dimension when everyone has unique expertise from different disciplines. When we worked on the task, we benefited from everyone's knowledge and worked as a single unit," he says.

In Amalie Bloch Helmer's group, there were students from both history and information technology. The fact that the participants came from different disciplines gave an extra sense of confidence in their work, she says.

"I found it reassuring to collaborate with students from other disciplines, especially considering that the task we had to solve depended on technological solutions."

Sunna Simma believes that cooperation across disciplines is crucial for finding good solutions in the future.