

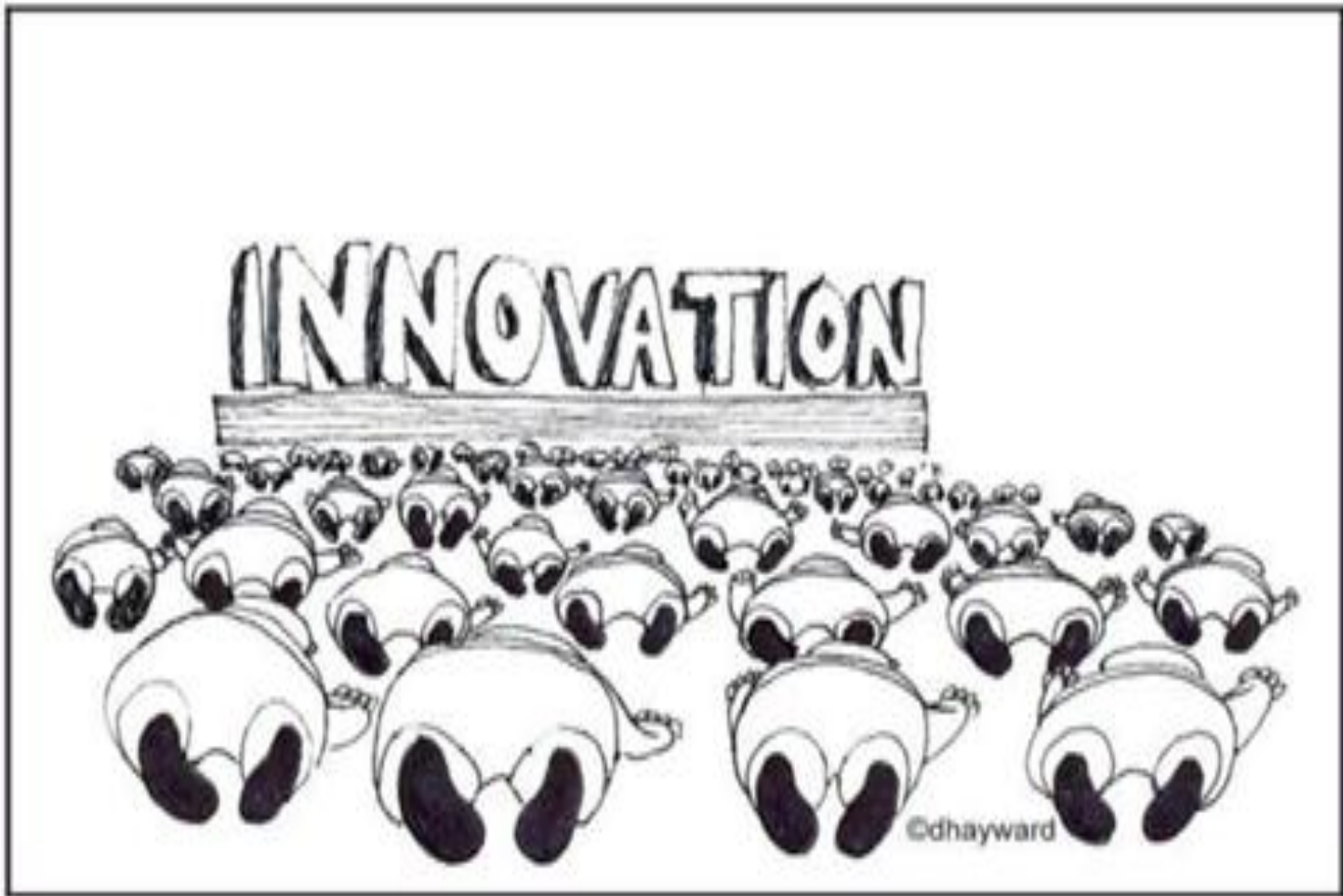


Creativity and Innovation at Bergen University College

Jens Kristian Fosse
Centre for Innovation

'CREATIVITY RULES'







National/ regional **state of art** of creativity and innovation relationship

Different modes of innovation

- **STI**; (Science, Technology, Innovation)

- Biotech

Main industrial activity

- **DUI**; (Doing, Using, Interacting)

- Mechanical Engineering

- **PCI**; (Project, Communication, Infrastructure)

- Cultural production

Upcoming industry

Forms of learning **and CREATIVITY**

- **Scientific knowledge**

- Academic, Research

Know why (codified)

- **Problem-solving**

- Experience based, «learning by doing»

- Know how (mostly tacit)

- **Creative process**

- Art, Film, Music

- Know who (tacit)



“I expect you all to be independent, innovative, critical thinkers who will do exactly as I say!”



The Norwegian Context

INNOVATIVE UNIVERSITIES

University of Oslo

«Action Plan for Innovation»

Actions

➤ Education

- ✓ Integrate innovation in bachelor- and master programs
- ✓ Increase the relations to work life in the education
- ✓ Support innovation during ph.d.- education



<http://www.uio.no/om/strategi/dokumenter/handlingsplan-2013-2015.pdf>



European Consortium of Innovative Universities

University of Stavanger

“The UiS sees obvious advantages and mutual benefits from the ECIU membership. It will help us become even more international, innovative, research intensive and cooperative regionally and internationally. I am convinced that students, staff and external partners in the region will benefit from the membership. We look forward to share best practices among the partners”.

Marit Boyesen, Rector

Strategy 2011-2021 for the Norwegian University of Science and Technology -- NTNU



Innovation and creativity

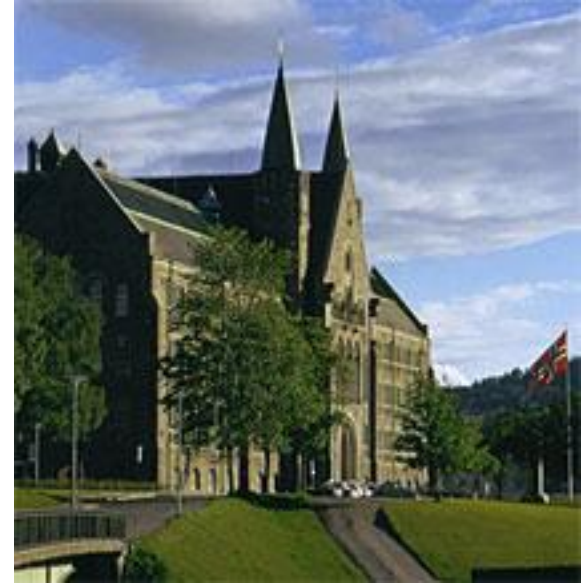
Our innovation activities arise from education, research and artistic work. The entire process from ideas to new products and services must function optimally, and capacity for the education of entrepreneurs must increase.

Effective innovation requires closer, stronger and more professionalized collaboration with the private and public sectors. [...]

We must strengthen interdisciplinary research on innovation processes, and encourage innovation among students and staff.

The way forward

- ✓ We will professionalize and develop external relationships internationally, nationally and regionally.
- ✓ We will increase our research commitment to processes related to innovation and entrepreneurship.
- ✓ Innovation activities at NTNU will emphasize interdisciplinarity and collaboration with business and society.
- ✓ We will offer infrastructure and professional support functions for staff, students and spin-off companies.





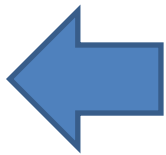
From Education in Creativity and Innovation to

CREATIVITY AND INNOVATION IN EDUCATION

The Innovation Management Dilemma

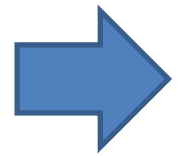


Efficiency gains



The efficient day-to-day operation within an organisation require stable routines. This is usually achieved in stable and controlled environments.

The development of new products and services requires creativity and room to try out new ideas. This is usually achieved in a looser and flexible environment.



Creativity gains

Some examples from Bergen University College:



Master Program in
Innovation and
Entrepreneurship in Faculty
of Engineering

About, for, and
through

Collaboration with
regional industry,
R&D Incubator, and
TTO through
innovation programs

Course in Social
Entrepreneurship in
Department of Social
Education and Social Work,
Faculty of Health and Social
Sciences

Focus on creativity
and business models

Collaboration with
The Hub-Bergen

Continuous training for
teachers in
«Utdanningsvalg» in Faculty
of Education

Entrepreneurship
and entrepreneurial
competence among
teachers

Pedagogical practice

Education in Creativity and Innovation



	Education <i>about</i> creativity and innovation*	Education <i>for</i> creativity and innovation*	Education <i>through</i> creativity and innovation*
	About the role of creativity and innovation, and how creative and innovative processes develops	About methods and training that prepare students for creative and innovative activity	Learning from within (as part of creative and innovative activities)
Master program in innovation and entrepreneurship	+++	+	++
Course in social entrepreneurship	+	+	++
Technology management, economy and innovation (ING101)	++	+	--

Towards the innovative university?



- Creativity is important for innovation and entrepreneurship – and education is important for creativity
- The role of creativity and innovation within education
- The role of external relations and interdisciplinarity
- The role of infrastructure and support



**THANK YOU FOR THE
ATTENTION!**