



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

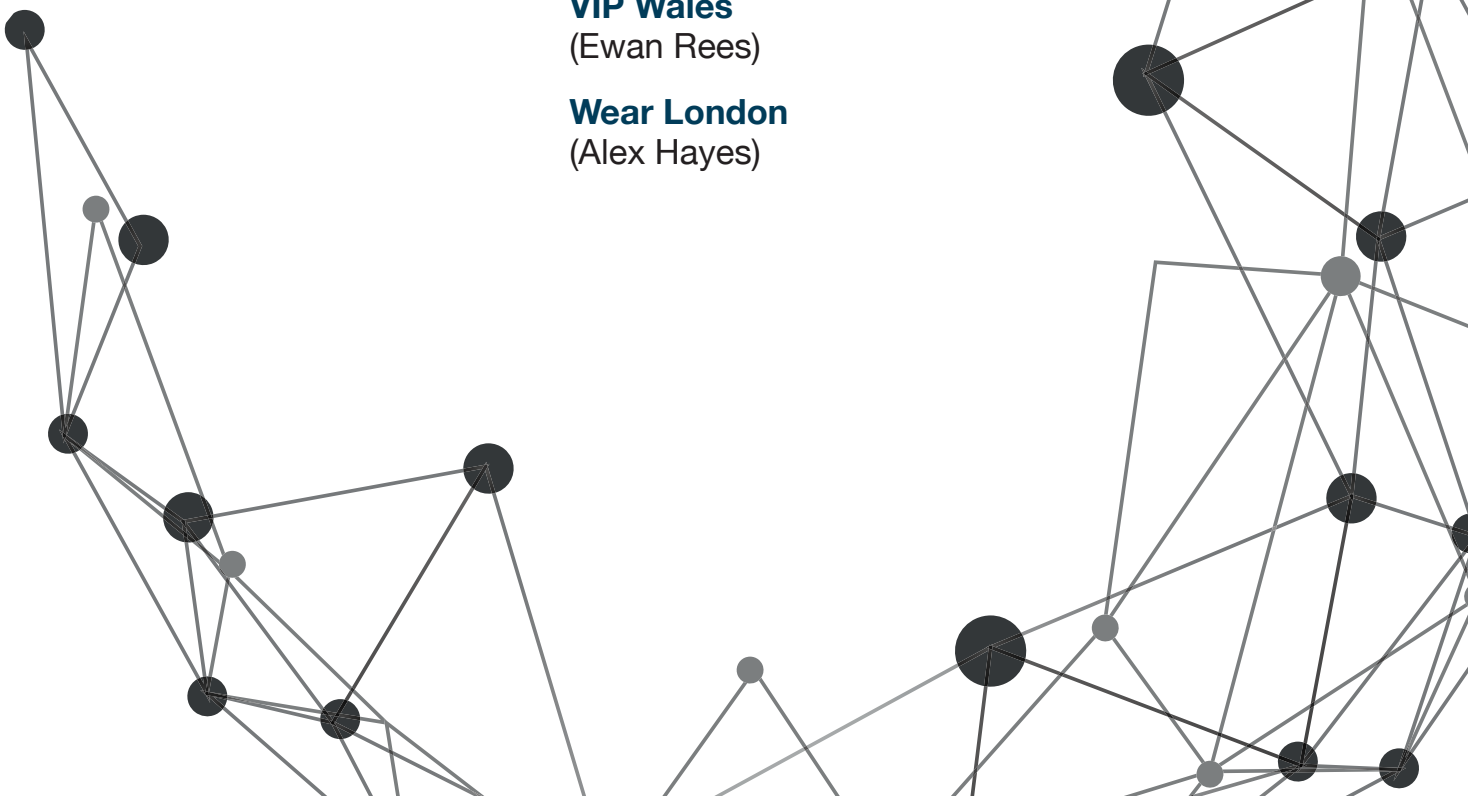
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1822 - 2022

40 Years of Entrepreneurship Education: **UWTSD**

Professor David A Kirby
Dr Kathryn Penaluna
Mrs Felicity Healey-Benson

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On the June 29th at the Triple E conference in Florence, the University of Wales Trinity Saint David (UWTSD) was awarded the title of the European Entrepreneurial University of the Year. This prestigious award is perfectly timed for our 200th Anniversary, as it relied on dedicated staff, past and present, to bring this to fruition.

In this the 200th anniversary year of the founding of a university at Lampeter, it is fitting that we should recognise and celebrate the contribution the institution has made, not only to the pioneering introduction of entrepreneurship to Higher Education in Wales in the early 1980s, but to its development over the last 40 years, both nationally and internationally. We are especially proud of our contribution and that of our graduates, whose success is a matter of public record. Our International Institute for Creative Entrepreneurial Development, who wrote our Award submission, are internationally recognised as leaders in the field; their contributions and advice are sought in the highest quarters.

However, UWTSD's story does not stop there, as our Harmony Institute, our Centre for Resilience and Harmony, and the Harmonious Entrepreneurship Society intend to continue its development and ensure that, at the same time, UWTSD contributes increasingly to the "Well-being of Future Generations" both In Wales and globally. In the modern global knowledge economy, universities have an important role to play in economic, environmental and social development and in the University of Wales Trinity Saint David (UWTSD) our research and teaching is designed to support the 7 Well-being goals of the country's 2015, "Well-being of Future Generations (Wales) Act". UWTSD calls for a more harmonious relationship between humankind and nature, and for support to those who are less fortunate. The need for greater understanding and tolerance has been central to the work you will read about here, and as enterprise and sustainability needs innovative thinkers, I am especially proud that the work that commenced in Lampeter under Professor David Kirby over 40 years ago, has led to partnerships that have changed assumptions about what it means to be enterprising.

Professor Medwin Hughes DL

Vice Chancellor, University of Wales Trinity Saint David



Academic institutions in Wales form an integral component of our entrepreneurial ecosystem, driving social and economic growth.

Equipping students and graduates with the skills for our changing world, our universities play a leading role in delivering entrepreneurship education and learning experiences to deepen young people's human capital, aspirations and drive.

UWTSD has been at the forefront of developing entrepreneurial education and practice in Wales as well as aiding the transition from education to self-employment and business start up. Academics, enterprise educators and practitioners at the University have made a welcome contribution to the development of policy and the delivery of Youth Entrepreneurship in Wales.

Carys Roberts

Senior Entrepreneurship Engagement Manager
Department for Economy, Science and Transport
Welsh Government



UWTSD is proud of its graduates, who make significant social, cultural and economic impact, whether employed or self-employed. It is through them that we see our mission 'transforming education: transforming lives' realised.

Winning European Entrepreneurial University of the Year required us to be true all-rounders, thus the Award reflects our robust approaches to research, our contribution to international developments and of course, our learning support that ensures resilient creative graduates. The UK data speaks for itself, as the Higher Education Statistic Agency, for 20/21 ranks UWTSD as 1st in the UK for the number of graduate businesses and 1st for the number that have been running for more than 3 years. Previous year's rankings have also been consistently amongst the highest in the UK University sector.

As we celebrate 200 years since our founders realised their own enterprising ambitions, it is timely that we celebrate UWTSD's long standing success, starting with this informative publication that takes us behind the scenes.

The Venerable Randolph Thomas

Chair of Council, University of Wales Trinity Saint David



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Llywodraeth Cymru
Welsh Government



Introduction

Although Entrepreneurship has been taught in US universities since the late 1940s, it was not until the job generation research of Birch (1979) that Governments became interested in it and began to encourage their universities and colleges to introduce it to their students. Initially it was seen to be relevant solely for students of Business Administration but over the years it has been recognized, increasingly, that it is “a key competence for all, helping young people to be more creative and self-confident in whatever they undertake” (European Commission, 2008). Even so, universities and colleges have often been slow to adapt and, in some instances, have actually resisted change. Numerous measures have been introduced to incentivize them and case study texts have been written (Beveridge, 2001; Hague and Holmes, 2006) that have been intended to introduce role models and demonstrate both the entrepreneurship process and the contribution it can make.

Over the years, the subject has evolved and new forms of entrepreneurship have emerged to complement the traditional economic approach. These have included, Social Entrepreneurship (Borzaga, and Defourny, 2001), Ecopreneurship (Kainrath, 2011) and, most recently, Humane Entrepreneurship (Kim et.al., 2018). At the same time increased attention has been, and is being, paid to the Sustainability Challenge and the role that entrepreneurship has played, and can play, in that. The subject is continuing to evolve and the University is playing an important role in that evolution, both domestically and internationally.

In this the 200th anniversary year of the founding of St. David's University College Lampeter, the place where entrepreneurship education was first introduced to Wales and Welsh Higher Education, it seems fitting to trace the evolution of the discipline in the University to demonstrate its contribution both past and present, its likely future role and the achievements of some of its more recent graduate entrepreneurs. May they act as role models for future generations and may the University continue to innovate and contribute to the continued development of the subject, while at the same time acting as a catalyst for the economic, social and environmental development of the country.



In the beginning: St David's University College takes the initiative

The origin of Entrepreneurship Education in the University, indeed Wales, was Lampeter in the early 1980s. At that time, in 1981, the then Prime Minister, Rt Hon Margaret Thatcher, MP, had recently slashed university budgets and embarked on an enterprise revolution that changed and reduced the role of the state and encouraged free enterprise and the concept of self-help. As she said at the time, "when the state owns everything, nobody owns anything and when nobody owns anything nothing gets done".

Like most other universities, St David's University College, founded on 12th August 1822 and the oldest university institution in Wales, experienced a reduction in its state funding and was required to cut its costs and/or increase its revenue. In an attempt to do the latter, the then College Principal, Professor Brian Morris (later Lord Morris of Castlemorris) introduced a Department of Continuing Education and External

Liaison with one of the College's academic staff (one Dr David A Kirby) as its inaugural Director. Having a long-standing research and teaching interest in the role of small firms in economic and social development, he began to offer entrepreneurship training courses for SMEs, the unemployed, women and students.

At that time, the country's economic development policy was very much focused on Foreign Direct Investment and not indigenous small business development, but beyond the M4 corridor, in mid Wales and the mining valleys of South Wales, there was severe unemployment, made worse by the introduction in 1984 of the European Union's milk quotas and the ongoing closure of the coal mines. At the same time, graduate unemployment was at record levels and the participation of women in the workforce was low, especially in rural mid Wales. With the support of the Development Board for Rural Wales (later Mid Wales

Development) and organisations like Antur Teifi (now Antur Cymru) they began to train women and the unemployed to start and run their own businesses, aided by such instruments as the Enterprise Allowance Scheme, the Loan Guarantee Scheme and the Business Expansion Scheme, that had been introduced by the Thatcher Government.

Perhaps the most ambitious and high profile of these interventions was the then innovative extra-curricular programme, "Graduate Enterprise in Wales". This was sponsored by the Welsh Development Agency, Mid Wales Development and the Manpower Services Commission plus what was then The Midland Bank (now HSBC). It was open to students of all of the colleges of the University of Wales (Aberystwyth, Bangor, Cardiff, Lampeter and Swansea) plus the students of the Polytechnic of Wales and those of the Colleges and Institutes of Higher Education, such as Trinity College Carmarthen, the West Glamorgan Institute of Higher Education and Gwent



College of Higher Education. It pre-dated the UK graduate Enterprise Programme and was a largely experiential part-time programme “ recognized” in October 1986 by the Royal Society of Arts under its Education for Capability Programme. The citation for the award acknowledged the way the programme:

“developed the personal competence and confidence of its participants and the way such a high proportion of those participants turned their academic knowledge and skills into successful products and businesses of their own”.

To encourage student participation the programme relied upon Graduate Enterprise role models and its first such model was an Engineering graduate of Swansea University who had set up his own health food business on graduation. His name was Paul Hannon who went on to become Chief Executive of the UK’s National Centre for Entrepreneurship in Education and Professor of Entrepreneurship at Swansea University.

As the programme developed, however, its own graduates served as Graduate Enterprise role models, one of which was Carleton Watts (Hand of Creation Ltd) an Airbrush Artist who was a graduate of West Glamorgan Institute and a student of Andy and Kath Penaluna.

Under the leadership of Dr Ian Roffe and the research and teaching of people like Dr Jill Venus, Conny Matera-Rodgers and others, St. David’s University College, Lampeter retained its involvement with entrepreneurship and introduced it to its degree portfolio. Over the years, however, and with the mergers in 2010 (with Trinity College Carmarthen) and 2013 (with Swansea Metropolitan University) to create today’s University of Wales Trinity Saint David, the centre of gravity shifted south, focusing more on Carmarthen and Swansea. Entrepreneurship has developed into a key aspect of programmes and students are encouraged to develop ideas for new businesses as several of the case studies (below) demonstrate.

Importantly many of the School’s programmes are underpinned by an ethical, sustainable and profitable approach to business.

As Dr Christine Jones, Interim Dean of the Institute of Education and Humanities, has acknowledged

“At UWTSU entrepreneurial education is core to our values and informs our mission to transform education and to transform lives. We are proud to be part of a community which embraces the changes needed. In such a new environment, we are all learning from one another so that we can develop learners who are equipped to deal with an ever-changing world”

Developing the International Institute for Creative Entrepreneurial Development



In 2005 Andy and Kathryn Penaluna presented a paper at the Internationalising Entrepreneurship Education and Training Conference (IntEnt) held at the University of Surrey and hosted by David Kirby. In accordance with his book (Kirby, 2003) and research article (Kirby, 2004), he wanted to realign Entrepreneurship Education and the conference by:

- Focusing more on the entrepreneurial mindset and competences rather than new venture creation
- Broadening the conference scope to include non-business school scholars and disciplines, focusing particularly on creativity and innovation

This was their first ever academic paper. The topic was how they learned from alumni, and how their curriculum and learning strategies had evolved as a result. Based on the Higher Education Academy's Art Design and Media Subject Centre's recognition of their work, where

it was ranked in the UK top 5, it was the combination of Kathryn's business knowledge and Andy's expertise on teaching innovation through design that brought the pair into the limelight. At the following year's IntEnt conference in Brazil, their work was referred to in the opening plenary by Prof. Gerry Hills of the University of Illinois at Chicago, and subsequently won the International Best Empirical Paper Award. Thus, a new journey started for the pair.

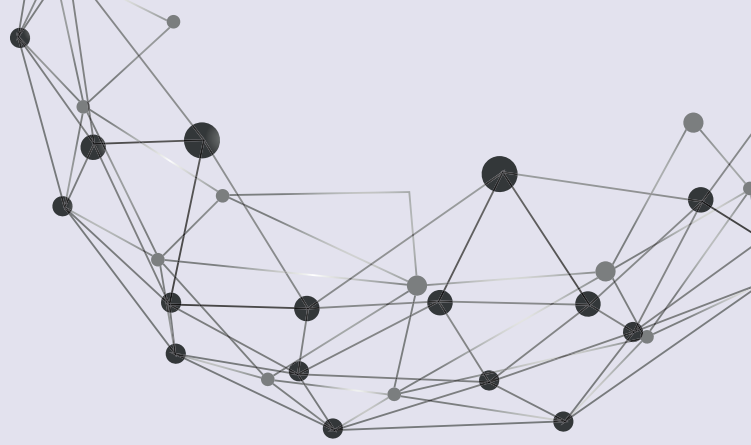
By 2007 Andy was leading the Higher Education Academy's (HEA) Special Interest Group in Entrepreneurial Learning, which was funded by HEA's Business Accountancy and Finance Subject Centre, and in 2011 he was elected to represent over 50 Universities as Chair of Enterprise Educators UK. During this period and with the support of both bodies, he challenged the UK Quality Assurance Agency to provide national guidance to the sector from an interdisciplinary perspective. Having

previously designed a framework based on insights taken from 32 Subject Benchmark Statements, he was invited to Chair the development of what is believed to be the first University Level National Guidelines on Enterprise and Entrepreneurship. Two years later and based on his approach, QAA developed a second guidance in partnership with HEA, this time on Education for Sustainable Development.

Also, in 2011, Andy was invited to speak at the United Nations Conference on Trade and Development in Geneva. The presentation led to the couple's 8 years of engagement with the United Nations, including policy work and curriculum development. Initiated by the UN's Chief of Entrepreneurship Ms. Fiorina Mugione, who took a year-long sabbatical to research under Andy's supervision, the UN's Empretec program was updated to include a greater focus on developing innovative thinking in learners, and by 2019 when Mugione left the UN, over 200,000 learners had attended the course in 47 countries (See: Mugione and Penaluna, 2016).

Another aspect that drew attention was the development of formal teacher training in Entrepreneurial Education, led by Kathryn in her 'Enterprise Champion' role with Welsh Government, and Andy's policy work on An Education System Fit for An Entrepreneur (Anderson, Culkun, Penaluna and Smith, 2014), which he co-authored and presented in Parliament on behalf of the All-Party Parliamentary Group for Micro Business. This laid out the case for a continuum of entrepreneurial education, starting in primary schools. Informed by Andy's research and pedagogical approaches, these insights ultimately fed into the University's Education Doctorate. Another UK first, the approaches have supported many other national and international initiatives.

These experiences led to significant international engagement including, advisory roles for the OECD and the EU,



most specifically in the development of entrepreneurial learning in schools, through both policy and practice interventions (Penaluna and Penaluna, 2015). Kathryn was subsequently invited to Strasbourg to speak in the European Parliament, and gave a keynote on behalf of the European Commissioner for Employment, Social Affairs, Skills and Labour Mobility, with whom she also sat on an expert panel.

A new challenge was that of helping to develop entrepreneurial learning in the 8-country partnership, the South-East Europe Centre for Entrepreneurial Learning. One of the partners, North Macedonia went as far as inviting the pair to meet four ministers and the President, to help to inform policy development in readiness for a new curriculum. Funded by the World Bank, this became the world's first national curriculum proposal that progressively developed entrepreneurial learning, something no other country had yet succeeded in achieving.

The UK Government's Department for Business Innovation and Skills, later becoming the Department for Business, Energy and Industrial Strategy (BEIS), alongside the All Party Parliamentary Group for Micro Business, increasingly engaged the Penaluna's thinking, and it was Prime Minister Theresa May who instigated the updating of the QAA Enterprise and Entrepreneurship Guidance in 2017-18, chaired once again by Andy Penaluna (Quality Assurance Agency for Higher Education, (2018). Following interest from the Chinese Ministry of Education, it was simultaneously published in Beijing. Notably, the All-Party Parliamentary Group for Entrepreneurship soon heralded the new guidance in Parliament, stating that it punched well above its weight. Moreover, the guidance also informed the EU / OECD HEInnovate's learning assessment strategies, as it was the only international guidance that clarified the journey from being creative and enterprising to becoming an entrepreneur or intrapreneur.

"One key guidance tool in the QAA is the "gateway triangle" which identifies different assessment approaches for enterprise/entrepreneurship education (Moberg, 2020, 14).

International recognition had grown rapidly, and in 2014 the newly formed UWTSd recognized the achievements by founding the International Institute for Creative Entrepreneurial Development (IICED), under the leadership of Andy Penaluna. IICED's first action was to call for an International Summit of Entrepreneurial Educators (See: <https://www.uwtsd.ac.uk/iiced/practice-into-policy/>), which was hosted in Swansea and attracted delegates from 32 countries, as well as senior representatives from the EU, Commonwealth and UN. A group of Visiting Professors were appointed to support the research activities and to help to develop and inform new initiatives. Experts such as Australia's Dr. Colin Jones and UK leaders such as Dr Kelly Smith and Dr Simon Brown, together with former EU policy lead Elin McCallum, helped to ensure IICED remained at the cutting edge of developments.

By 2015 IICED's work was referenced in many EU and OECD policy and practice documents, and culminated in a seat at the EU Joint Research Centre's work on developing a European entrepreneurial competency framework. EntreComp as it is now known, has become the 'de facto' guidance for European Citizens. Following the UK launch of EntreComp at UWTSd, it was adopted by the QAA and Enterprise Educators UK, and has also been used by Government Sector Skills body SFEDI / IOEE to benchmark progress in entrepreneurial learning in over 60 UK prisons.

It will therefore come as no surprise that UWTSd's IICED subsequently won and supported several bids to develop entrepreneurial educators across Europe, and in the UK the Award winning SetSquared engaged their talents to help to develop and deliver a new programme

for Post Docs and researchers called 'Researcher to Innovator'.

Now part of the ICure programme, this interdisciplinary approach borrows much from the design education community. By now, at the other end of the scale, IICED had led both curriculum development and associated teacher training in North Macedonia, developing insights and strategies that drew attention back home in Wales, where a new curriculum was also in planning (See: Penaluna, Penaluna and Polenakovik, 2020).

The 'pro poor' policy work in the UN had contributed to the development of the UN's Sustainable Development Goals, and this in turn increasingly linked IICED's work to issues pertaining to sustainability. By 2018 this became more overt and not only featured in the Quality Assurance work, it led to an advisory role on the development of a new version of QAA's Education for Sustainable Development, which was published in 2021. The alignment did not go unnoticed, as reported in the July edition of the Journal 'Sustainability', whose authors commended IICED for their emancipatory pedagogies and contributions to education for sustainability, stating that:

The University of Wales Trinity Saint David (UWTSd) is a leader in the development of entrepreneurial education in teacher education both in Wales and internationally. (Jónsdóttir and Weicht, 2021, 8574).

Professor Graham Donaldson's proposals for a 'Successful Futures' approach received favour from Welsh Government, and a new journey began. IICED made three major presentations to policy makers and pioneer schools, conducted two major reviews of the curriculum as it evolved and ultimately, led the drafting of 'Skills Essential to the Four Purposes'. As the new curriculum is based on interdisciplinary thinking set within Four Purposes, the alignment with IICED's work was clear.

The Present Day: Entrepreneurship Education at UWTSO

By 2018/19, UWTSO had become the top university in Wales and ninth in the UK for the number of businesses started by its graduates during the year. But the story does not stop there, because the businesses created by UWTSO's graduates are amongst the very top of the survivability rankings too -the latest 20/21 rankings show UWTSO as 1st in the UK for graduate start-ups that are still active after three years.

The University's Institute for Sustainable Practice, Innovation, Research and Enterprise (INSPIRE), is an integral part of this success. It offers a range of support for fledgling businesses, many of which are inspired by, and designed in collaboration with, the University's entrepreneurial alumni. Supported by Welsh Government and their Big Ideas Wales initiative, it is a powerful mix.

The University's International Institute for Creative Entrepreneurial Development (IICED) is an acknowledged world leader in developing future-proof types of education that help learners to succeed. Professor Emeritus, Andy Penaluna still works on the international stage, providing policy and practice guidance, most recently in the Netherlands, Brazil and Finland. As Finland was the first country in the world to introduce entrepreneurial learning into schools, there are many insights to share with Wales. Andy is a Director of the National Centre for Entrepreneurship Education (UK), who sponsor the Times Higher Award for Outstanding Entrepreneurial University of the Year, and is Acting Chair of the National Centre for Entrepreneurship Education (China). Kath Penaluna has taken over the Directorship of IICED and continues in her very successful role as Enterprise Manager at UWTSO.

The work of IICED continues to have influence, and was a major contributor to the learning approaches developed for the European 'Intrinsic' project. This focussed on the combination of sustainable thinking and entrepreneurial endeavour in the domain of the Life Sciences, and draws heavily on IICED research into understanding distinctions that can be made between Pedagogy, Andragogy and Heutagogy (See Jones, Penaluna and Penaluna, 2019). Following Andy Penaluna's 'Delphi' interview with Babson College in the US, as part of a research

paper, the insights are increasingly gaining traction in the US, resulting in part in comments by Norris Kreuger in his Entrepreneurship Education Manifesto for the International Council for Small Business. In its opening section, it states:

As we go through this manifesto, a good place to start is a question that Andy Penaluna asks "If you had to educate starting from Primary School, where would you start and why?" I would add how do we ensure that educator training and assessment dovetail and how must we change the ecosystem to make it happen? (And why is Europe so far ahead of North America?) (Kreuger, 2021)

Mirroring the Penaluna paper in Brazil, the manifesto discusses alumni, offering the hashtag #StudentsAreOurSecretWeapon, it also calls for a US version of the UK's QAA work.

"UWTSO's IICED is widely recognised as one of the world's foremost institutions in creativity-based entrepreneurship education. IICED has not only been active in advising the UK government in the field of entrepreneurship education but its publications have also been leading discussions at an international level." (Yves Punie EU Joint Research Centre, 2016).

UWTSO is also a lead partner in EntreCompEdu, an Erasmus+ 6 partner country project to support educators to teach entrepreneurial competences effectively. Partner countries include Belgium Spain, Finland, North Macedonia Spain, Sweden and Wales. Felicity, a Governor of Dafen Primary School in Llanelli, introduced EntreCompEdu to the School and out of 52 countries partaking in the project from Jan 2020 to May 2021 it was awarded the status of first Global EntreCompEdu Pioneer School.

This resulted from the school's total immersion in the project and continued commitment to entrepreneurship as demonstrated in its quality outputs in Global Entrepreneurship Week. Their work has been showcased in a number of National and Global events including the global online EntreCompEdu website and café and the Enterprise Educators UK conference. Commenting on the project, one of the teachers said "key takeaways were the advantages of a reflective and experiential pedagogy and that entrepreneurial learning...

is not just focused on financial or enterprise activity, but opens up much broader value creation that includes the cultural and the social". For the Deputy Minister for Climate Change, Lee Waters, the value of the project was that "the skills the pupils have acquired, like curiosity and goal-setting aren't just fun but will help them to become confident problem-solvers".

In Global Entrepreneurship Week (2020) Felicity Healey-Benson launched the Harmonious Entrepreneurship Society in collaboration with Professor Kirby, at that time an adviser to the University's International Institute for Creative Entrepreneurial Development. The aim of the Society is to promote the concept and creation of Harmonious Entrepreneurship, a new concept based on research undertaken by Kirby and El-Kaffass (2021).

It incorporates systems thinking and the Principle of Harmony (HRH The Prince of Wales, et.al., 2010) to produce an innovative approach to entrepreneurship that integrates or harmonises the traditional economic, eco, humane and social approaches in order to address the Sustainability Challenge. During the academic year 2021 they gave lectures and conference presentations on the topic, produced two academic journal articles and two book chapters and wrote 50+ case studies exemplifying and proving the concept. Additionally, they produced an educational MOOC that was part funded by Enterprise Educators UK and the University's Harmony Institute.

Twelve months later, in Global Entrepreneurship Week 2021, the University and the Society announced an online international student Harmonious Enterprise Competition between students of UWTSO and students of the University of Malaysia – Wales. The MOOC, together with the case studies and original Kirby and El-Kaffass (2021) paper, are the inputs for the Competition.

Also during Global Entrepreneurship week 2021 the University announced a new partnership with Ship Shape, a venture capital search engine that enables entrepreneurs to find potential investors in seconds rather than months. Supporting UWTSO's mission to connect great ideas to investment opportunities for the benefit of our students, graduates, staff and the wider region.



Flanked by Margherita Bacigalupo (EU) and Fiorina Mugione (UN), Andy launches QAA's Enterprise Guidance for UK Universities.



David Kirby, Kath Penaluna, Nicola Powell and Shehla Khan accept UWTSD's European Entrepreneurial University of the Year Award in Florence.



Andy is interviewed on Croatia's Breakfast TV following educational reforms that IICED helped to lead.



Kathryn and Andy Penhaluna at the United Nations in Geneva, where 47 countries joined the IICED-led enterprise and sustainability education initiative.



UWTSD entrepreneurial alumni Karl Mountford discusses his work as a Graphic Recorder with Swansea pupils - of teachers trained by IICED.



Entrepreneurs in Parliament report that education quality work led by IICED has been lauded in their research, and call for action.



European experts meet to start work on the EntreComp Framework at the Joint Research Centre in Seville.



'The Proteges' entrepreneurial students from Kuwait celebrate a successful creativity workshop. Run in partnership with Carreg Adventure.

CASE STUDIES



HARBOUR LIGHTS
SUNSET GIN
WELSH DRY GIN

Harbour Lights Spirits

harbourlightsspirits.co.uk

“Gin and tonic have saved more Englishmen’s lives, and minds, than all the doctors in the Empire”

(Winston Spencer Churchill)

Burry Port in West Wales is a charming little harbour town probably best known for being the place where Amelia Earhart landed in 1928 after flying from America across the Atlantic. But all that is probably about to change as the harbour’s lighthouse becomes the logo for an exciting Welsh gin that changes colour, from blue to pink, like the sunset after which it is named.

Since October 2020 when it was incorporated, Burry Port has been the home of Harbour Lights Spirits Ltd, which was founded by UWTSD student Jessie Wakely and her Distiller husband, Darren. While Darren had been working as a distiller for over 3 years, Jessie had been engaged in the hospitality and

entertainment sector and had founded her own entertainment business for children.

To prepare herself for starting Harbour Lights, she enrolled as a part-time student on the BA in Events and International Festivals Management degree programme. She contends that although she believed she knew how to start a business, the course has been a huge help to her as a business founder. It has shown her how to grow and develop her business through marketing, for example, and it has been possible for her to base her coursework and assignments on her business. While she acknowledges the help that she has received from the academic staff of the University,

she has also been supported by the University’s Enterprise Team and Entrepreneurship Champion, Dylan William-Evans, claims that Jessie “deserves a huge amount of credit for

what she has achieved so far in such a short space of time given that she is juggling being a student, running a business and becoming a mother for the first time”.

Already the business is proving to be a success with the first two batches of gin being sold out in two weeks and several new lines having been introduced. Clearly the product, which uses pure Welsh water, has been inspired by the Welsh countryside and the aim now is to “grow and become a well-known house gin and create more spirits that will bring you the taste of Wales”.

Though currently addressing only SDG 8 (Decent Work and Economic Growth), Harbour Lights is not harming the environment and has the potential to contribute to several of the SDGs, especially 9 (Industry, Innovation and Infrastructure), and 11 (Sustainable Cities and Communities).



Hozah Zero Touch Payments Ltd

hozah.com

“Congratulations on producing an excellent system. Better than pay-by-phone and much, much better than putting coins in a machine” (Kevin, Oxford)

Naomi Bishop, a Product Design student who graduated in 2015, is the Co-founder and a Director of Hozah Ltd a fully automated parking payment system that uses number plate recognition camera to detect when drivers enter and leave a car park. It then charges the user automatically for the length of their stay. She launched the venture, which is classified as a software development business, two years after graduating, in 2017, at the age of 26.

Naomi believes that her Product Design degree programme helped her launch the venture as it taught her to find problems in everyday life and develop solutions to those problems, whether they are physical products or digital solutions. However, she also recognises that she learned a lot about business in the process, which helped when having to market the venture, produce promotional material, pitch for funding, etc. Typically, in the early years, the founder has to multi-task and while she no longer has to do this, she acknowledges that she could do it if the business needed her to do so. As she says, her Product Design course taught her how “to evaluate and analyse markets and users in order to build products that best serve them”.

Though located in the Sussex Innovation Centre in Croydon, in the South East of England, Hozah’s test site was in Keighley, Yorkshire in the North of the country. Since then they have partnered with Coventry Council and, more recently, Croydon Council has announced a multi-million-pound investment drive to roll out Hozah-enabled car parks in the Borough. Commenting on the initiative, Paul Bowman, Team Manager Parking Services for Coventry Council said “With Hozah, drivers are offered a safe and efficient way to pay while at the same time leading to higher revenue generation for Coventry’s local economy”.

In detail Croydon Council will benefit from

- A fully automated system that requires no cash and no apps
- Reduced overheads and administration costs, since there are no expensive machines to purchase, maintain and upgrade
- Fairer, consistent revenue which could increase compliance rates to 99.4 per cent
- Data on how the car parks are used.

Meanwhile the drivers will benefit from

- A fully automated system that requires no cash and no apps
- Peace of mind with no penalty charge notices
- An inclusive system that allows payments from those unable to use pay and display or smartphone apps
- Automatic payments for electric charging stations in Hozah adapted car parks

- A safer way to pay for parking with the reduction in on-foot trips to pay and display machines.
- Increased safety and security.

While contributing to SDG 9 (Industry, Innovation and Infrastructure), Hozah also contributes to SDGs 8, (Decent Work and Economic Growth), 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production)

Although Hozah has expanded and has sites planned for Cornwall, Hull, Oxford and Sheffield, as well as in London and Essex, according to Naomi “we want to expand Hozah so that all drivers have the option to choose a payment mechanism which is easier faster and won’t lead to them receiving a penalty charge notice... what’s next is to have more Hozah-dominated areas rather than sporadic sites”

Commenting on her experience at UWTSU, Naomi said:

“The facilities were incredible and you’d be hard pressed to find a better environment to exercise your creativity in. Entrepreneurship and creativity were encouraged and I have no doubt the students who came after me will thrive in the University for years to come.”



Pay for parking automatically with Hozah

- 1** Sign-up once at www.hozah.com
- 2** Hozah detects you entering & exiting
- 3** Do nothing else!

HOZAH We'll automatically collect payment for today's session and any other parking sessions at Hozah car parks. (Just look out for our signs)

in partnership with **CROYDON** www.croydon.gov.uk



Llety Cynin

lletycynin.co.uk



“Beautiful, cosy little hotel set in the Welsh countryside. Far enough away from civilisation to feel like a break, close enough so it’s easily accessible. Staff are fantastic and really can’t do enough for you. The food is great as are the facilities. Can’t wait to return” (Pam Johnson)

In 2005 Elizabeth Davies, a farmer’s wife from the village of Llangynin in rural West Wales, graduated with an MA in Heritage Tourism from Carmarthen Business School at Trinity College Carmarthen. She and her husband had bought a farm which had on it a dilapidated outbuilding, an old coach house. At the time, “the milk price was awful” said Elizabeth “and we were looking for ways to get another income onto the farm without competing with the major supermarket”. So, rather than renovate the coach house and reinstate it as residential accommodation, they converted it into Llety Cynin, now a thriving four-star guest house and leisure club. Elizabeth opened the business in 2006 and claims that her Masters course “gave me the confidence I needed to move my idea forward and to go ahead and automatically open the business”.

While on the course not only did she learn how to start and run a business but she received advice from her tutors and she was able to discuss her plans with her peers and hear their views and ideas. When the business started they had a small team of some 9-staff including part-time weekend staff. Today Elizabeth runs the business with her daughter, Gwawr, and they now employ a staff

of over 30. The business has outgrown the original building and in 2018 they extended it to add 5 more bedrooms, a 180-guest function room for weddings and a new gym, changing rooms, steam room, fitness studio and spa. The staff are empowered to run the business while Elizabeth manages the accounts and has responsibility for marketing and promotion. They operate a system of continuous professional development and function as a team constantly looking for new opportunities and ways to develop the business further.

To attract visitors, they have introduced a range of initiatives such as wedding ceremonies, themed tea events and special day usage of the spa.

According to Defra some 68% of farms already have some form of diversified activity such as this. However, based, as it is, on a working beef and sheep farm, Llety Cynin is not just providing a wider income base for the farm but a valuable addition to the rural community, creating employment and attracting visitors to the area. As Elizabeth acknowledges “I have spent my whole life involved in agriculture and believe in the importance of the Family Farm to support the countryside, community and development”.

Llety Cynin is addressing, therefore, SDGs 8. (Decent work and Economic growth), 10 (Reduced Inequalities), 11 (Sustainable Cities and Communities), 15 (Life on Land).

In 2009, it won the Country Land and Business Association (CLA) Wales Business Challenge Award. When presenting the award, the Chairman of the Welsh CLA said they were the clear and worthy winners “having dedicated themselves to planning, preparing and marketing their new venture”



Maykher.

maykher.com

“We are passionate about ethical and ‘slow’ fashion and working with people (the makers) rather than machines”
(Heidi Louise Griffiths).

After graduating from the University of Wales Trinity Saint David in 2005 with an upper second classification in Graphic Design, Heidi set up Maykher, a women’s accessories company, in Newport, Gwent, with her husband Jon. This followed a period of travelling around the world where she was shocked to discover the poverty and inequalities she had never known existed. So, in 2016 having overcome her fear of failure but with no experience of business or economics, she established a design studio and a year later Maykher, what she calls “a-slow and sustainable fashion business that puts people before profit”.

All of the products Maykher sells are authentic artisan craft products from countries such as Guatemala, Haiti and India and many of the artisans they work with have suffered in poverty, been victims of domestic violence and/ or have lacked opportunities or education. However, Heidi does not see Maykher as a charity, rather as “a profit-with-purpose women’s accessories company dedicated to supporting makers and their crafts and actively supporting ethical and sustainable fashion”.

From the outset Maykher was intended to address the issue of poverty and inequality in general and gender equality

and female empowerment in particular. It only works with partners that share its values and is committed to helping harness the talent of women in the developing world, not least by offering ethical employment opportunities and fair wages. However, Heidi also recognises the importance of education and its role in eliminating poverty, pointing to the fact that as a result of gender discrimination some 130 million girls worldwide do not receive an education. Hence Maykher invests at least 10per cent of its end of year profits into the education of girls and women in areas of the world where it is most needed.

Since 2018 it has supported the education of two secondary pupils, Irma and Melody, in Guatemala, where some 2 million children are being deprived of education. Heidi aims to fund the entrance of more young students into education through Maykher’s ethical and sustainable fashion choices and believes most strongly that extending education in this way will gradually help “lower the risk of poverty, human trafficking and child marriage”

It is not just people issues that Maykher addresses, though. The business is dedicated to ethical fashion and the well-being of the planet. Wherever possible natural plant and vegetable dyes are used, wastage is kept to a minimum, products are recycled and plastics and excessive packaging are avoided. At the same time, they are constantly searching for ways to improve their processes and reduce their impact on the environment.

Maykher requires its partners, therefore, to be honest and transparent from start to finish, to care about the environment and sustainability and to be kind. It is a truly Harmonious enterprise that embraces profit, people and planet and addresses SDGs 1 (No poverty), 10 (reduced inequalities), 5 (Gender Equality), as well as 4 (Quality Education), 16 (Peace, Justice and strong institutions), 11 (Sustainable Cities and Communities) and 8 (Decent Work and Economic Growth). At the same time, it is addressing SDGs 13 (Climate Action), 15 (Life on Land), 12 (Responsible Consumption and Production) and 17 (Partnerships for the goals).

In 2018, the 100th year anniversary of female suffrage in the UK, Maykher won the Ethical - Green Business of the Year Award in the Wales Federation of Small Business Awards. Commenting on the Award, Heidi observed that “Since first establishing the company in 2017, we have dedicated ourselves to educating people on the benefits of slow and meaningful fashion...and winning this FSB award recognises and applauds our sustainable business model”. While achieving the Award so soon after launching the venture, Heidi recognises that it will take time to achieve all that she wants for the business. As she says, “We’re starting small. Year on year we develop a plan that will move the project forward, baby step by baby step”.



NeoDynamic

neodynamic.co.uk

“My degree gave me the confidence and skill to give it [self-employment] a go”

(Neil Dyer)

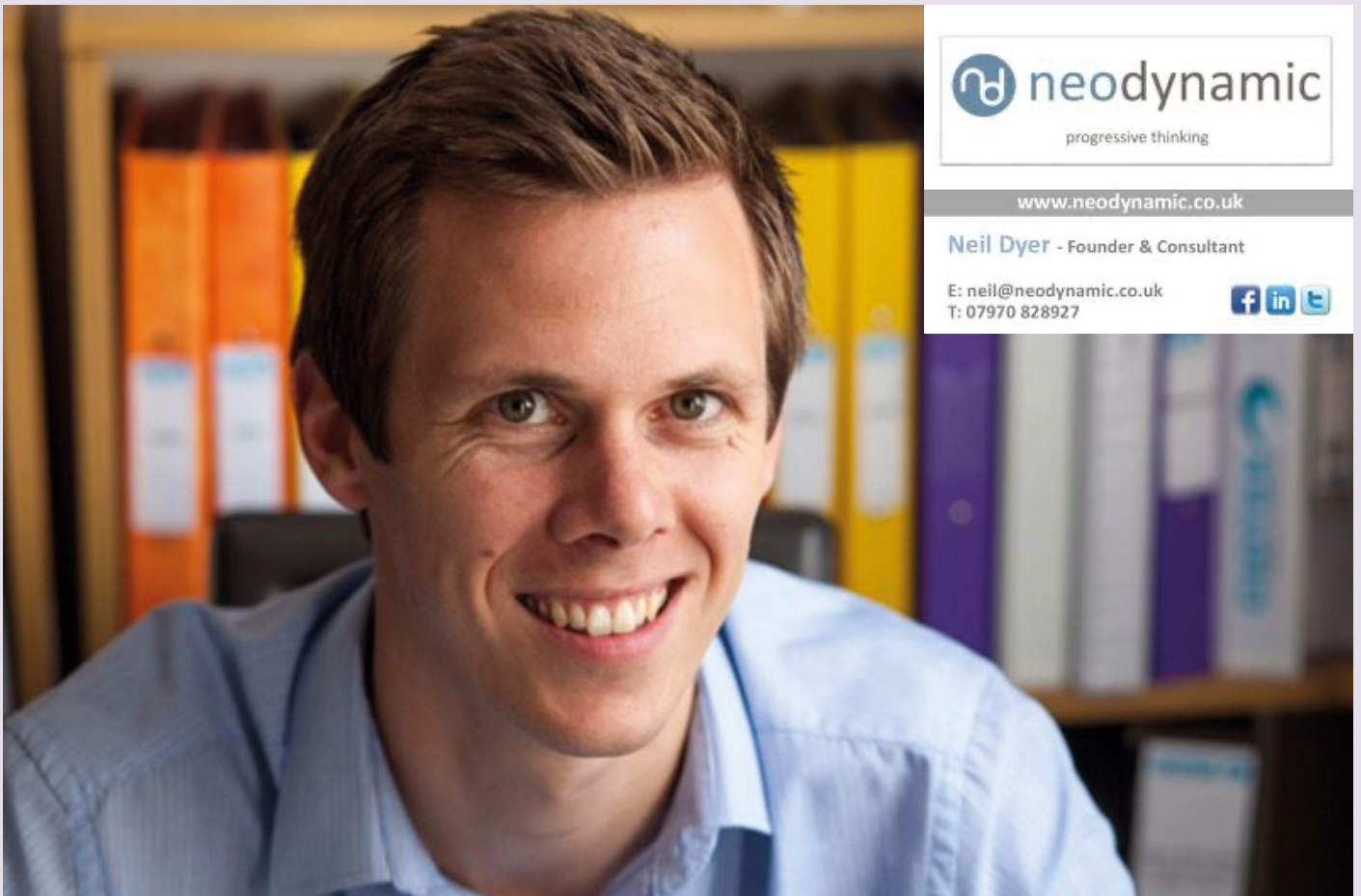
MBA graduate Neil Dyer launched his consultancy business in 2014. Like many MBA students he came to the programme from a corporate background having held a senior management position. However, he was toying with the idea of starting his own business but did not know what to do. “The MBA helped solidify my business knowledge” he says “the lecturers encouraged my learning and one in particular gave me the time and encouragement to start up my own business consultancy”. So, in his first year of study he started planning his business and in his second year he launched it.

NeoDynamic is a consultancy business that strives to make real change and growth in organisations. It is based on Neil’s belief that progressive and creative thinking can have a real impact on organisations. The driver for both individuals and organisations, he contends, should be exciting change, new experiences and talent development.

Of the various endorsements of NeoDynamic a typical recommendation comes from the Award winning interior designer Emily Black (emily@emilymayinteriors.co.uk). She states that “Neil is a high value asset to any individual or business that he works with. The work that we have completed together has so far increased leads and sales, built on my existing brand and future plans include streamlining my businesses processes. I would highly recommend Neil for his high-quality services”.

Since October 2015, Neil has acted as a role model for Big Ideas Wales which aims to inspire young people in schools, colleges and universities to become the next generation of young Welsh entrepreneurs, while a cohort of students of the University has benefitted, since September 2020, from his theoretical understanding and practical experience of Marketing as he has been teaching on the International Hotel Management degree programme.

His business clearly addresses SDG 9 (Industry Innovation and Infrastructure) as well as 8 (Decent Work and Economic Growth), but he is also contributing to SDG 4 (Quality education), having recognised its importance in his own case.



Oseng-Rees Reflections

osengreesreflection.com

*"It all began with an idea...
Can waste glass bottles
become something beautiful?"*

(Dr Tyra Oseng-Rees)

Being brought up in 1980s Norway, "environmental awareness, frugality, creativity, independence and empathy for everything and everyone" is fundamental to Dr Tyra Oseng-Rees, an Honorary Research Fellow at the University of Wales Trinity St. David (UWTSD). Like many entrepreneurs she hails from an entrepreneurial family and in 2017 it came as no surprise when she founded her own award-winning business, Oseng-Rees Reflections (osengreesreflection.com). What is surprising, perhaps, is that she did so in Wales, where she has lived and studied since 2003.

Following the study in Norway of Arts, Craft and Design at Bodin College and Psychology and Philosophy at the University of Bergen, she enrolled on a Bachelor's degree in Industrial Design at Swansea Institute of Higher Education. As part of her degree programme she developed a paving slab for the blind in recycled glass. This led to her undertaking Doctoral Research at Swansea Metropolitan University (now part of UWTSD) into "The Physical and Aesthetic Properties of Fused Recycled Bottle Glass". She obtained her Doctorate in 2009 and embarked on a career in academia before launching her glass up cycling business in 2017. Since then she and the business have gone on to win numerous awards. She was the Creative Industries Entrepreneur of the Year in 2019, winner of the sustainable Business Award in the 2019 Sustainable Academy Awards and Finalist in the Great British Entrepreneur Award.

There is no doubt that glass recycling benefits the planet. Not only does it conserve natural resources, primarily sand, soda ash and limestone, but it saves energy and reduces atmospheric pollution, whilst it also saves space in landfill and is 100% sustainable as it can be recycled repeatedly without any loss in purity. Tyra recognises this but as a designer she is also interested in not just recycling the glass into new bottles, as is traditional, but in developing a new, sustainable and aesthetic material in order, as she puts it, to "educate people about making a sustainable conscious choice". Accordingly, the business makes bespoke artisan sustainable glass panels, each with a story attached to the product, for interior and architectural installations.

However, at the heart of the business is education. In 2015, she was invited to participate in an inter-disciplinary pilot project at Cornell University intended to bring art and science together in order to develop a greater understanding of the importance of pollinating insects and the challenges they are facing. She designed, in recycled glass, 6 of the 24 bumblebees to be found in Britain and invited the public not just to identify them but to experience their fragility and vulnerability. In addition, she developed a teaching project so that children and young people could

- Learn about pollinators and bumblebees and the importance of protecting them
- Learn about and reflect on environmental issues and recycling
- Be introduced to the concept of the circular economy, how glass can be used repeatedly and the importance of recycling
- Practice observation skills and hand-eye co-ordination through sketching and painting
- Carry out design processes from idea generation through planning to the end product
- Develop mathematical skills through measurement and the weight of glass in the manufacturing process.

The project, which focuses on understanding the connectivity of the ecosystem and how contemporary decisions can have long-term consequences, takes place over a year and is divided into 4 phases.

The learners

- Observe the bumblebees in their natural habitat and learn about them and their diversity
- Plan, sketch, paint and make an identifiable bumblebee.
- In their homes, collect, clean and colour-sort glass bottles and containers which are then processed ready for recycling
- Use the recycled glass, plaster moulds and modelling tools to make their own bumblebee.

White-tailed bumblebee, male



Learning "through" entrepreneurship in this way is often overlooked but it is as important as learning "about" and "for" entrepreneurship, the two more frequent objectives of Entrepreneurship Education. It is particularly relevant in learning about Sustainability, as this project has demonstrated, and according to one parent her daughter had remembered an incredible amount of what she had been taught and had spent about 20 minutes teaching her and her brother about bees.

It is not just in schools and with young children that this approach is valuable. As Lackeus (2015) has acknowledged, teaching "through" entrepreneurship is relevant to all students at all levels and Dr Oseng-Rees has used the production of sustainable fused recycled glass to work with final year management students in Swansea University researching the circular economy, while at UWTSD she has developed an inter-disciplinary programme for undergraduates (Oseng-Rees et.al 2018) involving students from architecture, art glass, environmental conservation mechanical engineering and project and construction management. Her aim is to break down the silo mentality and encourage "collaboration, long-term thinking and the involvement of all sectors" in order to facilitate social well-being and a healthy society.

Accordingly, as part of its social responsibility pledge, the business does not just recycle glass bottles but offers workshops on arts, science, sustainability and the entrepreneurial journey, as well as lectures and motivational talks. Its mission is to stay true to sustainable development and strive towards zero carbon emission. It is not just about economic growth and wealth creation while protecting the environment, but about human well-being and addressing social and cultural issues. This includes the provision of quality education that recognises the need to protect profit, people and the planet.

Oseng Rees Reflections is clearly addressing SDGs 9 (Industry, Innovation and Infrastructure), 12 (Responsible Consumption and Production), 13 (Climate Action) and 4 (Quality Education).

Red Dragon Flagmakers

reddragonflagmakers.co.uk



“Make everyone you speak to feel they are the most important person to your business. Goodwill, kindness, generosity, and humble humour go a long way”. (Jo Ashburner)

In 2004 Jo Ashburner graduated from UWTSD with a BA(Hons First Class) in Surface Pattern Design and 20 years on is currently in the last year of studying for a Masters in International Innovation, Manufacturing and Advance Design Engineering (MADE) also at UWTSD. Between studies she has maintained various businesses, roles and responsibilities including a 12-year stint as a Welsh Assembly funded Entrepreneur in Residence at UWTSD and is something of a serial entrepreneur.

During her Surface Pattern Design studies, Jo developed a textile which formed the bases of a successful business launched after graduation in 2004 – the Noonoo range of eco ethical, sustainable and organic children’s playthings (www.noonoodesign.com) which went on to sell direct to consumers and through some 450 retailers in the UK as well as worldwide through eight distributors. Jo was awarded the accolade of UK National Business Woman of the Year in 2006 for her efforts in ethical manufacturing and in 2011 went on to relaunch the family flag making business in South Wales (Red Dragon Flagmakers) after her father’s retirement in 2008.

The origins of this successful niche business dates back to 1969 when her father, now company Chairman, made the flags and banners for the investiture



www.reddragonflagmakers.co.uk



of The Prince of Wales at Caernarfon Castle (which Jo and her team have recently replicated 50 years on for the Netflix series ‘The Crown’).

Jo describes the business is a “sewing business, a manufacturer, a social mission business and forward thinking dynamic SME” and as well as being one of the world’s leading flagmakers, it has a long-Standing Zero waste manufacturing policy of up-cycling and recycling all fabric offcuts so that nothing goes to landfill, shipping their goods using recycled bags and boxes and packaging and communicating electronically with minimal use of paper and print.

The Company mission is to provide “a working environment in which people feel comfortable and confident and treated with respect and dignity”. The business is moving away from using industry standard polyester materials towards the preferred use of biodegradable materials including linen and cotton, not least as the industry standards previously tended to “cramp the very creativity which makes us a successful custom flag maker”.

Red Dragon Flagmakers is 100% dependent on sales revenue, unusual for a social enterprise and profits go into the personal development and upskilling of trainees and employees. During the past six years Red Dragon Flagmakers has trained and helped rehabilitate over 300 people, a major contribution to the local economy and community and the Company’s client base includes the likes of Netflix, Royal Yacht Squadron, Foreign and Commonwealth Office, Nike, Tate London, North Pacific Fisheries Commission (Japan) and John Lewis Partnership.

In 2008 Jo designed, developed and launched the ROOF Coatbag to give people living rough a personal safe zone when trapped in the cycle of homelessness. The coatbag comprises a triple layer composite designed by Jo and integrated sleeping bag (tested in labs at UWTSD) and is billed as a life-changing and life-saving garment with slash proof, fireproof, waterproof and moisture wicking qualities, keeping the wearer warm and comfortable in sub-zero temperatures and including a knee length triple lined coat with hood, Kevlar lined pockets, scuba wrists, military grade zips and a quilted lining. A ROOF coatbag can be packed away into a lightweight crossover portable bag when not in use, has a lifetime guarantee, is sponsored by personal and corporate donations and is distributed out to those in need by Homeless Pembrokeshire charity (www.roofcoatbag.wales).

Both Red Dragon Flagmakers and the ROOF coatbag are standalone social mission enterprises and Jo’s overarching ethos is very much to maintain harmonious enterprise and business best practices when integrating economic, eco, humane and social enterprise values, addressing SDGs 8 (Decent Work and Economic Growth), 9 (Industry, Innovation and Infrastructure), 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), 13 (Climate Action), and 15 (Life on Land). Jo has developed partnerships with both customers and local and UK based small business suppliers and is in partnership with other Welsh manufacturers to revitalise the manufacture of textile goods in Wales (the subject of Jo’s thesis) addressing SDG 17 (Partnerships for the Goals).

Sculpture by the Sea UK Ltd. Art and Education by the Sea

artandeducationbythesea.co.uk

“UWTSD have looked at all aspects of running a creative business from marketing to making art and have designed courses that are really useful for students” (Sara Holden)

“Sculpture by the Sea UK ” was founded in 2005 by Sara Holden, a graduate of the UWTSD Master’s degree programme in Visual Arts Enterprise. After graduating with a degree in Fine Art, like so many of her peers, she became self-employed, in her case running Art workshops for schools and communities. The Masters gave her the knowledge and confidence to grow the venture, collaborate with other artists and work on a bigger scale.

As she says it “allowed me the freedom to design projects myself with the aims and objectives I wanted to achieve rather than working on other people’s ideas”. Having been passionate about both nature and art since being a child, she established “Sculpture by the Sea UK” with the objective of inspiring children and communities by engaging them with nature through the medium of art, thereby helping to protect and sustain it for future generations.

Living by the sea and using that as her inspiration for art, she saw the Welsh beaches as the perfect place to run workshops. While working in schools she had found that running sessions in the school grounds, rather than the traditional classrooms, benefitted not only the children in terms of their well-being and creativity, but also nature. So, she determined to launch a multi-faceted business that addressed economic, eco and social issues in a harmonious way, using the beaches and endangered marine species to help people learn about the marine environment in a way that generates empathy and helps to protect and sustain them.

The business, which operates all year round, offers outdoor fun workshops for all age groups. The participants learn in the fresh air kinaesthetically, thereby enhancing their health and emotional well-being as well as their moral and spiritual development. The courses aim to teach the participants about sustainable materials (grown, found and recycled) and to inspire them to appreciate nature.

According to Sara their work encourages “children and young people to become active citizens and promote sustainable development and global citizenship as well as encouraging lifelong learning”.

While their workshops fit with the National Curriculum, “Sculpture by the Sea UK” is not just an educational resource. Its employees are trained artists with extensive experience of working in natural settings on high profile Environmental Art projects. These include an annual Beach Sculpture Festival and a sculpture trail along the coastal path linking 5 bays on the magnificent Gower peninsula.

Not only does it showcase contemporary Welsh Art in an adventurous, inspiring way, but it encourages active lifestyles and attracts eco-tourism. Accordingly, it has received funding from the Welsh Government’s Tourism Product Innovation Fund, which aims to encourage new, innovative product ideas. In 2018, it was a finalist in the Welsh Hospitality Awards, which are intended to showcase “those individuals who work tirelessly to achieve industry leading success and client satisfaction while promoting excellence in the hospitality sector”.

Clearly “Sculpture by the Sea UK” is a sustainable venture that is addressing SDGs 4 (Quality Education), 3 (Good Health and Well-being), 8 (Decent Work and Economic Growth), 9 (Industry, Innovation and Infrastructure), 14 (Life below Water), 15 (Life on Land) and is a business very much in harmony with people and the environment.

As Sara says “I’m motivated to live by, and inspire others to live, a sustainable life that helps to preserve the planet rather than deplete it. My vision for the company is that through our workshops, people will be inspired and have the knowledge and creative tools to realise that they can make a difference...”



Surfability

surfabilityukcic.org

“Surfing is a way to be free”

(Lisa Anderson, 4 times World Surfing Champion, 1994-1997).

Ben (edict) Room graduated from what was then Swansea Metropolitan University in 2006. He is a surf and mountain boarding fanatic and a serial entrepreneur. In 2008, he established his first business, Board Riding Development in the beautiful Gower peninsula and his second, Surfability UK, in 2013 with two colleagues, Ben Clifford and Toby Williams. While the former business is a commercial enterprise dedicated to the safe promotion of mountain boarding, the latter is a community interest company that provides surfing lessons and experiences for people with additional needs due to disability, illness or learning disabilities. Ben is its Marketing Manager as well as being a coach and one of its three Directors.

Their aim is to “combine best practice from special education, health care, surfing and life guarding to make surfing as inclusive as possible”. They provide surfing lessons all year round but in the winter, they also provide indoor skateboarding lessons for those who find

the winter sea too cold. After starting as a small surf school from the back of a car, Surfability is now a world leading adaptive surf school. Not only does it enable those with additional needs to have a safe and enjoyable experience that can liberate them and boost their self-confidence, but it is pioneering the development of new kits and equipment. For those who cannot sit up unaided they have developed, in partnership with UWTSD, the UK’s first seated tandem surfboard, while they are developing, also, a new body board for wheelchair users and easy-to-use wetsuits.

The business, which won the TSB Community Award at the 2019 Pride of Britain Awards, employs 4 instructors and 30 volunteers. This helps to keep costs low and the fee for tuition down to only £10 per session. Although Surfability supports over 500 people, and demand is growing including bookings from abroad, raising funds is a challenge. However, income from new product development is easing ease their reliance on donations and is helping them to scale the business, as will their plan to form partnerships with organisations that deal with physical injury.

Apart from his two business commitments, Ben finds time to “give back”. Since 2010 he has been a role model for Big Ideas Wales, a Business Support Consultant at Swansea University and an Enterprise entrepreneurship Co-ordinator at UWTSD. Speaking after a recent experience mentoring computing students at UWTSD, he said it was a fantastic experience as the students were “professional, courteous and respectful of my time. The type of skills they could bring was innovative and quite refreshing”. So, the learning is not just one way and typical of him he is happy to sign up for further collaboration next year.

Ben and Surfability are clearly addressing SDGs 10 (Reduced inequalities) and 3 (Good Health and Well-being) as well as 4 (Quality Education) but they are also contributing to SDG 9 (Industry, innovation and infrastructure).



VIP Wales

vipwales.co.uk

“The most beautiful things in the world cannot be seen or even touched- they must be felt with the heart”

(Helen Keller, 1880-1968).

VIP Wales was founded in 2018 by Ewan Rees, a UWTSD graduate in Leisure Management. It provides self-guided, guided and tailor-made walking holidays in the beautiful Pembrokeshire Coast National Park in West Wales. Its mission is to give its clients the “insight, confidence and freedom to discover the very best of the county’s coast and country”. Their priority is to enable their clients to slow down, relax and enjoy their walking adventure. To do that they pay attention to every detail including

- Planning a route that takes account of the client’s interests and ability
- Selecting tried and tested accommodation that meets the client’s needs
- Handling luggage transfers
- Being on call 24/7.

VIP Wales is the brainchild of husband and wife team, Ewan and Laura. Ewan, a native Welsh speaker, hails from Pembrokeshire. He knows the area intimately, not least as at one time he was a Ranger for the Pembrokeshire Coast National Park. However, he has travelled

the world having worked in management roles in the hospitality industry organising and running large corporate functions and world-class sporting events. He met Laura, who was brought up in the Cotswolds in England, through the hospitality industry and though they had both travelled widely they decided to return to Pembrokeshire to bring up their children (two boys) there.

On returning to Wales, Ewan took on the General Manager role at one of the top hotels along the Pembrokeshire coast and soon became aware that many walkers were booking with the larger, well-known walking companies, none of which are based in Pembrokeshire - or even in Wales. When talking with guests he soon discovered that they thought the Coast Path was spectacular, but that they were finding it hard going and many left having discovered little, or nothing, of the county’s rich history and culture, and of landscapes away from the coast. It was out of these conversations that VIP Wales was born – offering tailor made holidays that tap into a wealth of local knowledge and contact.

In the business Ewan oversees the day to day life at VIP Wales and takes great pleasure in tailoring itineraries, leading guided walks and sharing his local knowledge of Pembrokeshire with his clients, while Laura has responsibility for the bookings and administration, though

she is a qualified lowland leader guide and takes great pleasure in delivering local tours and sharing Pembrokeshire with their guests. In their spare time both enjoy walking and exploring new routes both together and with their boys. Either that or a little Celtic long boat rowing if the weather permits.

Clearly VIP Wales addresses SDGs 8 (Decent Work and Economic Growth, 11 (Sustainable Cities and Communities), 13 (Climate Action), 15 (Life on Land) and 3 (Good Health and Wellbeing)”

“Great hike along the cliffs of Pembrokeshire National Park. Ewan was a fantastic guide as we took the rocky path at our own pace. Ewan provided much history of the area which made the hike very educational as well. Fantastic experience!!!!” (Jim S. October, 2021).



Wear London

wear-london.co.uk

“We spend our working days looking for new fabric innovations and bringing to life our carefully crafted jackets”
(Alex Hayes)

Alex Hayes, who graduated from UWTSD in 2005 with a BA in Tourism, Events and Leisure, is passionate about men’s fashion. Immediately after graduating he back-packed around the world for a year and found employment in Hong Kong in the clothing manufacturing and distribution sector. There he learned about the bulk manufacture of clothing in Bangladesh, China and Vietnam as a result of visiting factories there in the course of his job. From 2007-2017 he was employed with M.A.Y Trading (UK) Ltd., a clothing supplier to high street labels such as Next, Primark and Topman.

The company was bought out and in September 2017 he left it as it “just did not suit the creative process we required to develop and to look after our customers properly”. He then launched Concept Asia Resources Ltd., a private Hong Kong company that specialises in outerwear manufacturing in China

and the UK. It supplies companies like ASOS, Amazon, French Connection, Jack Willis, White Stuff, etc., and while they are becoming more conscious of their need to reduce their footprint on the environment, he and his business partner and fellow fashion enthusiast Matthew (Matt) Lea decided to launch their own high-quality sustainable clothing business. Hence, in September 2020 “Wear London” was born. This is a men’s clothing design, manufacturing and retail business that aims to bring back clothing manufacturing to the UK in a sustainable manner, “one stitch at a time”. They source the best materials from the UK and Europe, mainly Italy, and work and build a relationship with their local manufacturer in the East End of London. This enables them to cut out the middle men, reduce the length of the supply chain and produce a quality product without a large carbon footprint

They sell their clothing online (www.Wear-London.co.uk) and via established retailers such as Wolf and Badger (<https://www.wolfandbadger.com>), a B Corp Marketplace whose mission is to introduce its customers to limited edition, high-quality sustainable products produced by independent brands.

However, since the Covid 19 pandemic and the demise of high street retailing it has also opened three pop-up outlets, two in London (in Broadway Market and Commercial Street) and one in Cardiff (the St David’s Dewi Saint Shopping Centre).

While setting up and managing his own business was something he had always wanted to do he believes that if he had not travelled the world, lived in Hong Kong and gained experience of the fast fashion industry, he “may not have been brave enough to take that leap and start two businesses” of his own.

Apart from addressing SDG 8 (Decent Work and Economic Growth), “Wear London” is addressing SDGs 9 (Industry Innovation and Infrastructure), 12 (Responsible Consumption and production) and 11 (Sustainable Cities and Communities) as well as 13 (Climate Action). It is very much, as they claim, “A British brand with integrity”.



WEAR
LONDON

The Future: The Role of UWTSD in Wales and Internationally.

Over the years the Welsh Government has become increasingly supportive of Entrepreneurial education, and is also keen to address the Sustainability Challenge, so that the country can become a world-leading Circular economy. Accordingly, the University intends to work closely with the Government and the various private and public-sector bodies that constitute the country's entrepreneurship ecosystem to promote an enterprise culture and the creation of indigenous Harmonious Enterprises that have a triple bottom line of profit-people and planet.

These will help grow the economy and address the problems of urban and rural deprivation that still exist, at the same time as not harming the planet, as has occurred previously when the emphasis was very much on wealth creation and job generation.

While the Institute for Creative Entrepreneurial Development and the newly formed Harmonious Entrepreneurship Society will continue to contribute, both nationally and internationally, to the academic development of entrepreneurship through their research contributions (Kirby, 2022, Kirby and El-Kaffass, 2022 and Kirby, et.al. 2022, Penaluna, et. al. 2022) they will also contribute more locally to the domestic enterprise agenda through the application of their research and teaching. In November 2021 Professor Kirby was appointed as an Honorary Professor of Practice of the University and the intention is that the Society, in particular, will work closely with the recently launched Wales Centre for Resilience and Harmony. This is based at the University's Lampeter Campus, and is part of the University's Canolfan Tir Glas project. It aims to:-

- Provide training and practical experiences in areas relating to and counteracting the effects of climate change.
- Empower and support the community and economy of Lampeter and the neighbouring communities.
- Respond to the demand for resilience training within disciplines such as agriculture, horticulture, energy and construction.
- Contribute to the realization of the Well-being of the Future Generations Act goals.

Some 40 years after entrepreneurship education was first introduced to Wales by St David's University College, this is an auspicious development for the University, the town and the country, especially in the 200th anniversary year of the foundation of a university college in Lampeter.

Meanwhile UWTSD, its students and the Harmonious Entrepreneurship Society will continue to influence the international agenda through their teaching activities, research, publication and conference participation as well as their advisory and consulting practices. Also, in the academic year 2022/23 they will organise an international online Harmonious Entrepreneurship Student competition which has been beta tested between teams of students from UWTSD and the University of Malaya – Wales. This will not only introduce students and staff to the concept of Harmonious Entrepreneurship but will result in the creation of quality, student-led enterprises that address the Sustainability Challenge and ensure Profit, Planet and People are in Harmony.

As George Orwell (1903-1950) recognised

“Who controls the past controls the future. Who controls the present controls the past”.

When looking to the future, IICED's Professor Emeritus Andy Penaluna is equally positive. “An entrepreneurial alumnus once told my students, ‘It isn't who you know, it is who knows you’”. As IICED has become a renowned name for thought leadership around the globe, coupled with the fact that we continuously learn from those we work with, we remain at the cutting edge of entrepreneurial education. During the writing of this article, we have been asked to develop leadership support for Rectors and Vice Chancellors in Ibero-American countries, and advised a new joint sustainability and enterprise project for Life Science University colleagues across Europe.

Experts from as far afield as Australia and the Balkans have sought our support and closer to home, we have been advising the All-Party Parliamentary Group for Entrepreneurship as well as our own Welsh National Academy for Educational Leadership.

AdvanceHE, the University learning and teaching experts, have also called on our expertise.” Kath Penaluna added, “With a new leading edge online course about to commence based on one of our team's gaming expertise and business experience, coupled with the fact that all UK University Subjects now need to incorporate Enterprise and Sustainability when writing their quality enhancing QAA Subject Benchmark Statement, IICED's role and stature continues to grow. We've a new edited book for educators out this month and when we think over our achievements since the Vice Chancellor invited us to develop IICED only eight years ago, I don't think anyone could have predicted what an impact we would have.”

The UWTSD team still have much to do, but the recent recognition of Professor Kirby's Lifetime achievement at the Triple E Awards, coupled with the 200-year celebratory submission of work achieved thus far, has led to the University being recognised as Award Winners for the European Entrepreneurial University of the Year. When receiving the Award in Florence, Kath Penaluna was keen to acknowledge the back story of how UWTSD has continuously strived to support entrepreneurial thinking at all levels of policy and practice, and the story continues.

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About the Authors



Professor David A Kirby, BA., Ph.D, FHEA, FIBC., FRSA

From 2007-2017 Professor Kirby was founding Dean and Vice President of the British University in Egypt, in which capacity he introduced entrepreneurship education to the University and country. Prior to this, he had pioneered the teaching of entrepreneurship in the UK and internationally and held the UK's first Entrepreneurship Chair at Durham University Business School from 1988-1996. At Surrey University he not only introduced innovative new undergraduate and postgraduate programmes but the first SETsquared incubator on the Surrey Research Park. He holds Honorary Professorships at Almaty Management University in Kazakhstan and the University of Wales Trinity St. David and is the co-founder (with Felicity Healey-Benson) of the Harmonious Entrepreneurship Society. He has published 160 journal articles and 18 books and research monographs, including "Entrepreneurship" (McGraw-Hill, 2003). In 2006, he was a recipient of The Queen's Award for Enterprise Promotion.



Dr Kathryn Penaluna, MA., MBA

Kath is an Associate Professor at UWTSU and Director of the International Institute for Creative Entrepreneurial Development. As the University's Enterprise Manager, her work has been ranked 1st in the UK for the survival rate of student start-ups. A Welsh Government Enterprise Champion, she helped develop the first accredited teacher training module for entrepreneurship in Wales. Kath's experience extends to senior policy work, including research reviews for the United Nations on female entrepreneurship. A regular keynote speaker, including the European Parliament in Strasbourg, she has authored or co-authored over 60 academic papers and presentations, including practice and policy proposals published by the OECD.



Mrs Felicity Healey-Benson BSc, PGCE, MSc, MBA

Felicity is a doctoral candidate at the University of Wales Trinity St. David, and an Entrepreneurial Learning Champion in the International Institute for Creative Entrepreneurial Development. She is a member of the Erasmus+ funded EntreCompEdu Steering Group, which aims to develop teachers' entrepreneurial education skills through global access online CPD underpinned by the European Entrepreneurship Competence Framework. She is passionate about Sustainability and is a co-founder of the Harmonious Entrepreneurship Society. She is a writer and academic entrepreneur having founded 'Emergent Thinkers.com', and 'Pirates in Education', both of which identify and share new educational and business practices to promote sustainability and support wider economic and social development. She contributed to, and supported the editing of Mr Tay Kay Luan's 2019 book 'Applying Sustainability: Principles and Practices'.

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