MOBILITY IN NORWAY
November 12th – 18th 2017

INTERNATIONAL ENTREPRENEURSHIP WITH NEW METHODOLOGIES

Co-funded by the Erasmus+ Programme of the European Union
Introduction

This mobility was focused on design and communication, which are key aspects of a business idea. Hafstad videregåande skule is an upper secondary school specialized in media studies, so the Norwegian students could help a lot their teammates in each international group. As in the other mobilities, the students worked in groups in which there was a student from each country. As expected, the Norwegians played a more active role in the workshops we had.

On Sunday afternoon, all the groups from different countries arrived at the hotel: France, Spain and Sweden. Students could meet face to face for the first time and perform some ice-breaking activities to get to know each other better. As all were a bit tired because of the trip, they went early to sleep.

Ice breakers and City Hall Reception

On Monday, November 13, in the morning, we had a reception at the school where the material that we would use during this week was distributed. Next, we made a guided tour of the facilities, paying special attention to the spaces and resources that we would use in the different workshops.

We also had a reception at the town hall. The mayor of the city was very kind and made a presentation on the development of the city.

In the afternoon, we had a visit around the city, as well as a welcome dinner in which a good group of Norwegian students also participated. Before saying goodbye, we made some ice-breakers to facilitate teamwork.

Mediabruket: Workshop on Design and Digital identity

On Tuesday 14 we had a workshop on design and digital identity by Mediabruket, a start-up of the same locality that is dedicated to the preparation of digital identities for companies.

Schedule
09:10–10:00: Lecture about user friendly websites
10:00–11:00: Workshop in groups
11:00–11:30: Pause and lunch
11:30–12:00: Group Presentation
12:00–13:00: Lecture about digital marketing
13:00–14:00: Workshop in groups
14:00–14:30: Kahoot-quiz

The workshop dealt with very interesting topics, such as the design of an appropriate website, as well as the use of social networks. In this workshop, we used the Design Thinking technique we had trained on the first mobility.

Innovation camp

On Wednesday, November 15, we had an innovation camp led by the Junior Achievement regional coordinator. In this workshop, we also work in international groups with students from each country.

The purpose of the workshop is for students to acquire a set of skills and abilities that in the short and medium term will be very useful for their incorporation into the labor market.

Through exercises of creativity, brainstorming and teamwork, students discovered the importance of having an entrepreneurial and innovative spirit in everything they propose in life. They also explored skills and competencies that will allow them to achieve success in the professional world.

Thanks to the structure of the program, they will work, learn and enjoy designing a product or a service that solves the case raised, together with the help of business-volunteer advisors. In this case, special attention was paid to everything related to design and communication.

The solution to the challenge will be presented through a simple and intuitive business plan. Business Model Canvas training were also provided throughout the day.
Video filming and visit to a glacier

On Thursday 16th we went to visit an important glacier museum and a glacier. It was really amazing to get to know how important the glaciers are for the Norwegian culture and orography. Although the museum was close in November, they opened it that special day for us!

After visiting the museum and the glacier, we started right there a workshop about video editing. Norwegian students brought their cameras and microphones and they did their best to teach their teammates about how to record a good video. The weather was not quite better: it was very cold and snowing...

Video editing workshop

On Friday 17th students had a full day workshop about video-editing. Each students’ group had to edit a short movie using what they had recorded the day before. It was a big challenge for them because they had a short time to make it. Before dinner we could watch all the movies and a jury of teachers gave an award for the best one.

In the dinner, we had an “Erasmus cake” with the flags of all countries and the project’s logo.