



## BEYONDSCALE

**BeyondScale** is seeking to create a pan-European community of practice that will share and document emerging good practices, based on the outcomes of the individual and collaborative activities of the participants.

**BeyondScale** utilises the **HEInnovate** self-assessment platform to drive entrepreneurial and innovative change.

## HEInnovate

**HEInnovate** is a self-assessment tool by the European Commission and the OECD for higher education institutions to explore their innovative potential.

HEInnovate diagnoses areas of strengths and weaknesses, opens up discussion on respective topics. HEInnovate covers eight areas for self-assessment.



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



## Value Proposition Workshop



**Dimensions:** Entrepreneurial Teaching  
and Learning

Preparing and Supporting Entrepreneurs

**Organiser:** NHL Stenden University of Applied Sciences

**Date:** 18th of March, 2021 - Inbound activity  
25th of March, 2021 - Outbound activity

**Purpose:** To create a value proposition for the Centre for Entrepreneurship (CFE) of NHL Stenden. The centre is newly founded and aims to promote entrepreneurship among students.

**Outcome:** During workshops, several topics have been underlined and clustered into seven themes:

1. Mindset / attitude / awareness / skills of students
2. Network development
3. Practical support including funding
4. Knowledge / expertise of teachers
5. Education system / testing / points / ECs
6. Information and communication
7. Relationship with the outside world

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Value Proposition Workshops by  
**NHL Stenden**

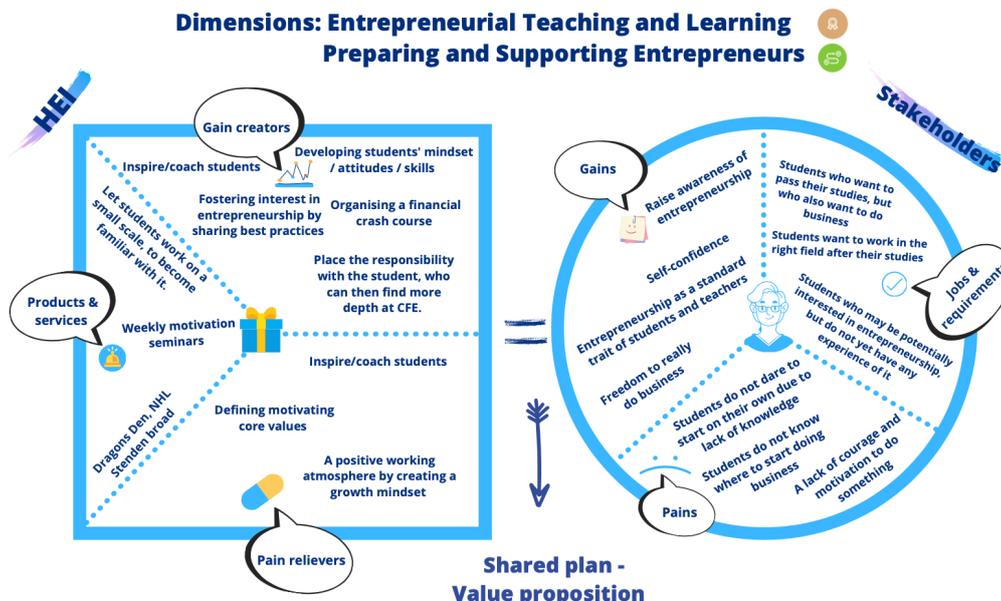


- Following stakeholders attended the workshops: students, student entrepreneurs, lecturers, program coordinators and managers, external stakeholders (CHEPS), in total 21 participants.

# HEInnovate Value Proposition Canvas

Dimensions: Entrepreneurial Teaching and Learning  
Preparing and Supporting Entrepreneurs

Theme 1



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During the workshops, several possible value propositions have been developed regarding the role of the Centre For Entrepreneurship (CFE). These include:

- "The CFE is recognisable, accessible, inspiring, and accessible to students, teachers, and the region."
- "The CFE supports the organisation of intrapreneurship and entrepreneurship in terms of products, services, ideas, and collaborations."
- "The CFE is known for its execution power through knowledge sharing in connection with O3."
- "The CFE focuses on bringing together and connecting studies with entrepreneurs, a field of work, practice, and more creating beautiful shared creations. "
- "The CFE is the place where entrepreneurial students meet, work, and learn. With workshops for teachers to create more affinity with entrepreneurship."
- "The CFE facilitates the bridge between education and entrepreneurship. "
- "The CFE supports the student in learning needs and mediates to academies. "
- "The CFE organises the opportunity for entrepreneurs to find each other and network."
- "CFE facilitates the entrepreneurial student and all his/her facets, both internally and externally. The CFE adds value to the student and always thinks from the student's perspective."
- "The CFE is not only active within the college building, but fulfills a connecting role between the college and the outside world."
- "CFE is the place for entrepreneurial students where they can meet, work, and learn."

## Tip to conduct online Value Proposition Workshop:



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During the work session, a digital worksheet based on the digital Miro Platform ([www.miro.com](http://www.miro.com)) was used. During the work session, all participants could simultaneously use digital stickers and jointly fill in the Value Proposition Canvas.