



27TH EUROWEEK LILLE 2022

DESIGN & CORPORATE SOCIAL RESPONSIBILITY
Villeneuve d'Ascq, 25-29 April 2022

CERTIFICATE

The Institute of Technology of Lille University
(IUT de Lille) certifies that :

Charlotta EDLUND

attended the Euroweek 2022 conference in France

Charlotta EDLUND,
Managing Director of Prime
Networking



Ion Cosmin GRUESCU,
27th Euroweek General Manager,
University of Lille



IUT-Institut universitaire
de technologie de Lille

 Université
de Lille



27TH EUROWEEK LILLE 2022

DESIGN & CORPORATE SOCIAL RESPONSIBILITY
Villeneuve d'Ascq, 25-29 April 2022

BEST PITCH & POSTER AWARD FIRST PRIZE

Handbook : Case studies, Tips, and Best Practices in Implementing CSR

Ondřej ŠESTÁK, Martin OČKO, Jonas Ismail HÖGGREN,
Sofiaa SVEDBERG, Abigail GARCIA, Julia ZEYA

Charlotta EDLUND,
Managing Director of Prime
Networking



Ion Cosmin GRUESCU
27th Euroweek General Manager,
University of Lille



IUT-Institut universitaire
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27TH EUROWEEK LILLE 2022

DESIGN & CORPORATE SOCIAL RESPONSIBILITY
Villeneuve d'Ascq, 25-29 April 2022

BEST PITCH & POSTER AWARD THIRD PRIZE

Co-creation and CSR: Building Sustainable Business Programs and Brand Loyalty

Liam BURDEN, Michael MESSINA, Tuguldur BATBAYAR,
Muhammad Tareq AJJI, Kintija DAMBE,, Eva UBELE

Charlotta EDLUND,
Managing Director of Prime
Networking



Ion Cosmin GRUESCU
27th Euroweek General Manager,
University of Lille



IUT-Institut universitaire
de technologie de Lille





27TH EUROWEEK LILLE 2022

DESIGN & CORPORATE SOCIAL RESPONSIBILITY

Villeneuve d'Ascq, 25-29 April 2022

BEST PAPER AWARD THIRD PRIZE

**The “Perfect Packaging” - Socially
Responsible Design in Personal Hygiene
Products’ Packaging**

Bárbara COSTA, João Pedro BENTO, Alina MUSIC,
Dana SIVAN, Arnau GÜIBES I RIERA, Khavla GHOUZALI KHATIRI

Charlotta EDLUND,
Managing Director of Prime
Networking



Ion Cosmin GRUESCU
27th Euroweek General Manager,
University of Lille



IUT-Institut universitaire
de technologie de Lille





EUROWEEK 2019

CERTIFICATE

The Brno University of Technology, hereby certifies that

CHARLOTTA EDLUND

attended Euroweek 2019 Conference in Brno, Czech Republic

Brno, 3rd May 2019

Dr. Sandra Kraze
Managing Director of Prime Networking



doc. Ing. et Ing. Stanislav Skapa, Ph.D.
Dean of the Faculty of Business and Management



24th EuroWeek

Business Digitalization - Kapfenberg 2018

CERTIFICATE

The FH JOANNEUM Kapfenberg, hereby certifies that

Charlotta Edlund

attended Euroweek 2018 Conference in Kapfenberg, Austria

Kapfenberg, 24th April 2018

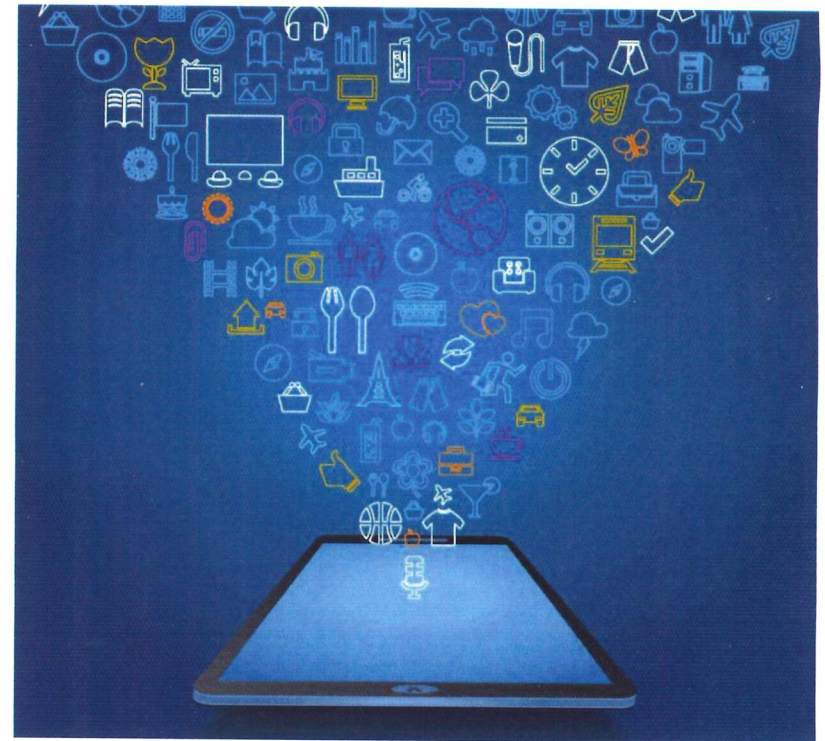


Dr. Sandra Kraze
Managing Director of Prime Networking



Prof. Mag. Dr. Martin Tschandl
Head of Management Department

FH JOANNEUM
Industriewirtschaft /
Industrial Management



"CREATIVITY AND ENTREPRENEURSHIP: FROM SOCIAL TO HIGH-TECH"

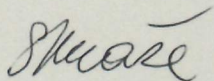
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The Polytechnic of Coimbra, hereby certifies that

CHARLOTTA EDLUND

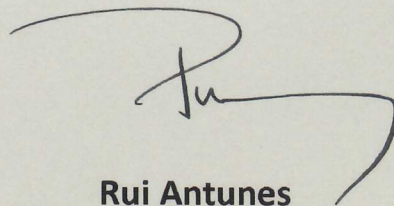
attended Euroweek 2017 Conference in Coimbra, Portugal

Coimbra, 5 May, 2017



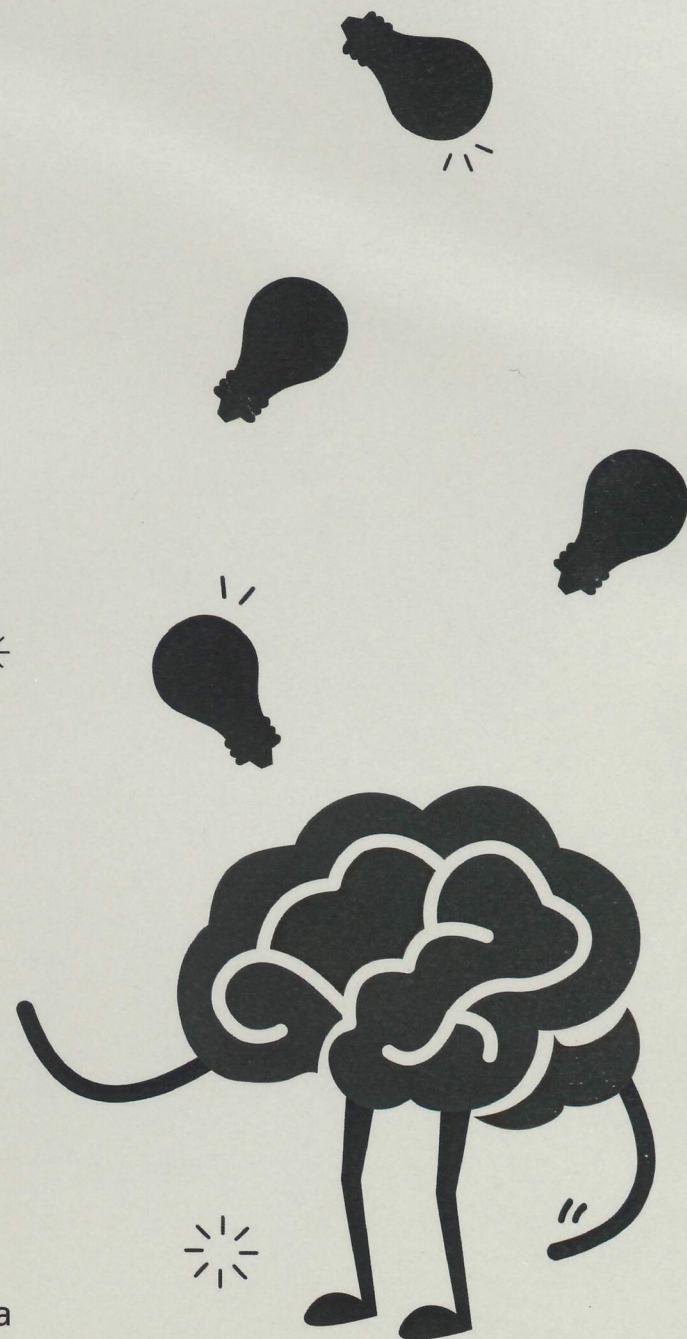
Sandra Kraze

Managing Director of Prime Networking



Rui Antunes

President of Polytechnic of Coimbra



"CREATIVITY AND ENTREPRENEURSHIP: FROM SOCIAL TO HIGH-TECH"

Best Paper

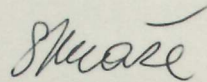
Innovation and creativity at the bottom of the pyramid

Students:

Louis MEERT
Kevan WAIENGNIER
ERIK LEHIKONIN
AMANDA LUNDH
Nina Bentsen
Ida Birgitte Nordbye

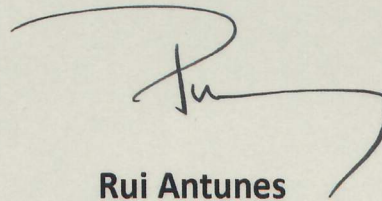
Academics:

Jean LECOCQ
CHARLOTTA EDLUND
Aase H. Gjerde



Sandra Kraze

Managing Director of Prime Networking



Rui Antunes

President of Polytechnic of Coimbra



CeRTiFiCATe

ECAM ENGINEERING SCHOOL CERTIFIES THAT

Charlotta Edlund

has attended the 22st Euroweek Conference

« Megatrends »

In Brussels, Belgium, 17-23 April, 2016

ECAM
Brussels Engineering School


Xavier Van den Dooren
Director
ECAM
Brussels Engineering School

Bru22ndels
Euroweek 2016


Sandra Kraze
Managing Director
Prime Networking

Prime Networking

First Prize – Track 3

Brussels,
22 April 2016

PROJECT :

International Education - The Shape of Things to Come

STUDENTS :

FERRAMOSCA Alessandro, ÖKVIST Alice,
PORTHÉN Krista

ACADEMICS :

CREMONA Luca, BUONANNO Giacomo,
SUNDSTRÖM Angelina, EDLUND Charlotta

First Prize – Track 2

Brussels,
22 April 2016

PROJECT :

Startup Companies Facing Global Competition

STUDENTS :

AALTO Roosa, MARTTINEN Jenni,
JOHNSTONE Leanne, WESTERLUND Johanna,
FERREIRA Inês, MONTEIRO Mariana

ACADEMICS :

SUNDSTRÖM Angelina, EDLUND Charlotta,
HALONEN Elina, LEANDRO Alexandra

Best Project Paper

Brussels,
22 April 2016

PROJECT :

Startup Companies Facing Global Competition

STUDENTS :

AALTO Roosa, MARTTINEN Jenni,
JOHNSTONE Leanne, WESTERLUND Johanna,
FERREIRA Inês, MONTEIRO Mariana

ACADEMICS :

SUNDSTRÖM Angelina, EDLUND Charlotta,
HALONEN Elina, LEANDRO Alexandra



MDH-ELEVER PRISADES vid den internationella projekttävlingen Euroweek.

FOTO: MDH

MDH-studenter prisades i internationell tävling

För femte året i rad har studenter från Mälardalens högskola (MDH) kammat hem förstapris under den årliga internationella projekttävlingen Euroweek, där deltagare från 17 länder deltog.

PRIME Networking är ett nätverk av lärosäten i Europa där MDH ingår och konferensen Euroweek är en av nätverkets största aktiviteter. I år arrangerades konferensen vid ECAM Brussels Engineering School i Belgien.

Studenterna vid de deltagande lärosätena uppmanas att utveckla projekt med inriktning på särskilda frågor inom konferensens tema. Detta görs i små grupper med sex studenter från tre lärosäten under ledning av sina lärare. Under veckan kan studenterna vinna tre olika

typer av priser: "bästa skriftliga rapport", "bästa monter" och "bästa presentation".

Tre förstapriser till MDH

Årets konferenstema var "Creativity and Entrepreneurship: Facing the Megatrends". MDH deltog i år med tre olika projekt och för femte året i rad kammade MDH:s representanter hem förstapriset.

Två förstapriser, för bästa rapport och bästa presentation (track 2), vanns av projektet "Startup Companies Facing Global Megatrends – What language and cultural skills will young entrepreneurs need?" och det var Johanna Westerlund (IMF-programmet) och Leanne Johnstone (International Marketing) som fick hämta hem segerbucklan. Med i projektgruppen fanns även stu-

denter från Portugal (Instituto Politécnico de Coimbra) och Finland (Mikkeli University of Applied Sciences).

– Euroweek var en fantastisk upplevelse och har gett mig värdefulla insikter i internationella konferenser och att arbeta över tids-, rums- och kulturella gränser. Själva projektet har varit utmanande och i vissa situationer blev vi alla lite galna och stressade, men det var det värt. Vårt team har haft ett fantastiskt band och alla utnyttjade sina olika styrkor genom att hjälpa varandra när det som bäst behövdes, allt för att försäkra projektets framgång, säger Leanne Johnstone.

Den tredje vinsten, för bästa presentation (track 3) vanns av projektet: "International Education – the shape of things to come" och det var Krista Porthén (IMF-pro-

grammet) och Alice Öqvist (Analytical Finance) som fick ta emot det priset.

– Vårt projekt handlar om megatrenden internationell utbildning, och den ökade drivkraften för internationell utbildning på en allt mer globaliserad arbetsmarknad. Vilka svårigheter som finns för studenter som vill studera utomlands, vilka fördelar det finns för både studenter, världuniversitet och samhället i sig, samt antydningar till hur framtida internationella program skulle kunna konstrueras. Många av de saker som vi tar upp i projektet, så som betydelsen av en internationell och kulturell förståelse tycker jag att vi fått uppleva en del av under Euroweek, säger Alice Öqvist.

Västerås Tidning

redaktion@vasterastidning.se

Bru22ndels **Euroweek** 2016

Awarded student papers

ECAM Brussels Engineering School
18-22 april 2016



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Best paper ranked 2

"New Angels of Life"

Mayiwar, Lewend; Nano, Gino

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Västerås, Sweden

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Best paper ranked 1

"Start-up Companies Facing Global Competition"

Johnstone, Leanne; Westerlund, Johanna

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Email: lje15001@student.mdh.se; jwd13007@student.mdh.se

Aalto, Roosa; Marttinen, Jenni

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Mikkeli, Finland
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Ferreira, Inês; Pio Monteiro, Mariana

Instituto Politécnico de Coimbra, Estr. Bencanta, 3045-601 Coimbra,
Portugal
Email: inesaferreira@esec.pt; mppmonteiro@esec.pt

Project number: EWK16SE02

EUROWEEK

CERTIFICATE

UNIVERSITY OF ECONOMICS IN KATOWICE
HEREBY CERTIFIES THAT

Charlotta Edlund

has attended the 21st Euroweek Conference
“Creativity and Entrepreneurship: from Idea to Business”
in Katowice, Poland, 19-25 April, 2015



University
of Economics
in Katowice

A handwritten signature in blue ink, likely belonging to Wojciech Pyduch.

WOJCIECH PYDUCH
Vice-Rector for Education
and International Cooperation
University of Economics in Katowice



A handwritten signature in blue ink, likely belonging to Sandra Kraze.

SANDRA KRAZE
Managing Director
PRIME Networking





Creativity
and Entrepreneurship:
from Idea to Business

FIRST PRIZE

PROJECT:

There is more to business... how creativity can make you fail or survive

STUDENTS:

Johanna Jahnstedt, Natasha Mulji, Ole Martin Evjenth,
Helene Hørgård Unsmo, Manoel Casquilo, Damien Casquilo van Hove

ACADEMICS:

Charlotta Edlund, Helge Kaasin, Jean Lecoq



WOJCIECH DYDUCH
Vice-Rector for Education
and International Cooperation
University of Economics in Katowice



SANDRA KRAZE
Managing Director
PRIME Networking

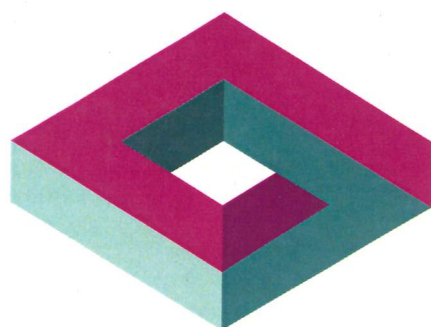


University
of Economics
in Katowice



KATOWICE,
24 APRIL 2015

EUROWEEK



21ST **EUROWEEK**
KATOWICE **2015**

SELECTED STUDENT PAPERS
PRESENTED AT EUROWEEK CONFERENCE

UNIVERSITY OF ECONOMICS IN KATOWICE, 19-29 APRIL 2015

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There is more to business... how creativity can make you fail or survive

University leader: Mälardalen University, Sweden

Partners: InduTec, Belgium, Telemark University College, Norway

Authors: Johanna Jahnstedt, Natasha Mulji, Ole Martin Evjenth, Helene Hørgård Unsmo, Manoel Casquilo, Damien Vanhove

Academic supervisors: Charlotta Edlund, Jean Jecocq, Helge Kaasin

The project has been awarded 1st Prize in Jury Track 3.

Abstract

In today's economy it is possible to see well-established companies fail while other less established ones rise. In order to survive should a business stick to its current strategy? Or is there an increasing need for change and innovation? We often hear about creativity and how it has contributed to a company's growth or perhaps failure. Should a company embrace creativity or be cautious when it comes to change? Is there more to business?

Purpose: Find out how creativity affects the development and outcome of a company.

Methodology/Approach: The whole research is centered on analysing six different companies; three successful, and three unsuccessful ones. The primary data comes from interviews conducted with the owners of those different companies. The secondary data comes from various articles and books. The analysis itself is based on finding out what it boils down to; what the similarities between those companies are and how creativity made them survive or fail.

Findings: The general findings are that companies must be creative when making decisions which should be based on core values. We seek to answer the question "Is creativity something that challenges your core values?" The answer is yes, creativity must always revolve around core values. Companies must ensure that they do not deviate from their core values in an attempt to be more creative. We found that successful companies stick to their core values when implementing creativity, while unsuccessful companies don't.

Limitations: The research is limited to academic and analytical capabilities from a student perspective. The focus lies on six different companies from Sweden, Norway and Belgium; therefore our conclusions will be based on this.

Originality/value: Going into the main business area allowed us obtain a first-hand perspective from the business owners themselves and thereby understand their personal view on creativity and how it is used to help their business survive.

Keywords: Creativity, failure, success, core values, start-ups, survival, decline.

Paper type: Research paper.

Acknowledgements

This project has given us the opportunity to cooperate with students and teachers from three different countries in Europe. It has taught us a new way of working, communicating and learning. For the last two



CERTIFICATE

Mälardalen University hereby certifies that

CHARLOTTA EDLUND

has attended the 20th Euroweek Conference "Smart Cities"
in Västerås, Sweden, April 28 – May 2, 2014.



LAURA RIPOLL
Managing Director
PRIME Networking



KARIN RÖDING
Vice Chancellor
Mälardalen University



DIPLOMA

Mälardalen University hereby certifies that the project

EWK14GR01 - MANAGING THE DATAOVERFLOW IN SMART CITIES

GREECE

IOANNIS KAPILOU
ANNA MADITANOS
DIMITRIOS MADITINOS

SWEDEN

MATILDA ANDERSSON
KASPAR SCHERTENLEIB
CHARLOTTA EDLUND

LITHUANIA

ANDRIUS KAUPYS
LAURA UMARAITE
JELENA STANKEVICIENE

has been awarded the **first prize** of track 3
during the 20th Euroweek Conference "Smart Cities"
in Västerås, Sweden, April 28 – May 2, 2014.

LAURA RIPOLL
Managing Director
PRIME Networking

KARIN RÖDING
Vice Chancellor
Mälardalen University



DIPLOMA

Mälardalen University hereby certifies that the project

EWK14BE201 - VILLAGE PEOPLE

BELGIUM
FLORENCE LEPROPRE
JAYSON PARIS
JEAN LECOCQ

SWEDEN
TERRY NICK DE KIEVIT
MAX KRIEFALL
CHARLOTTA EDLUND

NORWAY
MADELEINE HAUGE HIDE
MARCO PETERS
HELGE KAASIN

has been awarded the **first prize** of track 1
during the 20th Euroweek Conference "Smart Cities"
in Västerås, Sweden, April 28 – May 2, 2014.

LAURA RIPOLL
Managing Director
PRIME Networking

KARIN RÖDING
Vice Chancellor
Mälardalen University

CERTIFICATE

for participation in the annual Euroweek Student Conference
„*Social Media within Professional Life*”
held at BA School of Business and Finance in Riga, Latvia
April 29 – May 3, 2013

Charlotta Edlund

Project:
Social Media Marketing A quantitative study from a social network perspective

Ms Laura Ripoll
Managing Director
PRIME Networking

Ms Liga Peiseniece
Vice rector for Academic Affairs
BA School of Business and Finance

Ms Sandra Kraze
Responsible leader, PRIME Networking
BA School of Business and Finance



DIPLOMA

19th EUROWEEK STUDENT CONFERENCE
„Social Media within Professional Life”
April 29 – May 3, 2013

FIRST PRIZE

PROJECT: Social Media Marketing A quantitative study from a social network perspective

**STUDENTS: Harold Mahaux, Roman Lorge, Sofia Carnemo Janlind,
Thor-björn Käck, Trine Blomberg Ulseth, Sigvor Kristine**

ACADEMICS: Jean Lecocq, Charlotta Edlund, Helge Kaasin


Ms Laura Ripoll
Managing Director
PRIME Networking


Ms Liga Peiseniece
Vice rector for Academic Affairs
BA School of Business and Finance


Ms Sandra Kraze
Responsible leader, PRIME Networking
BA School of Business and Finance

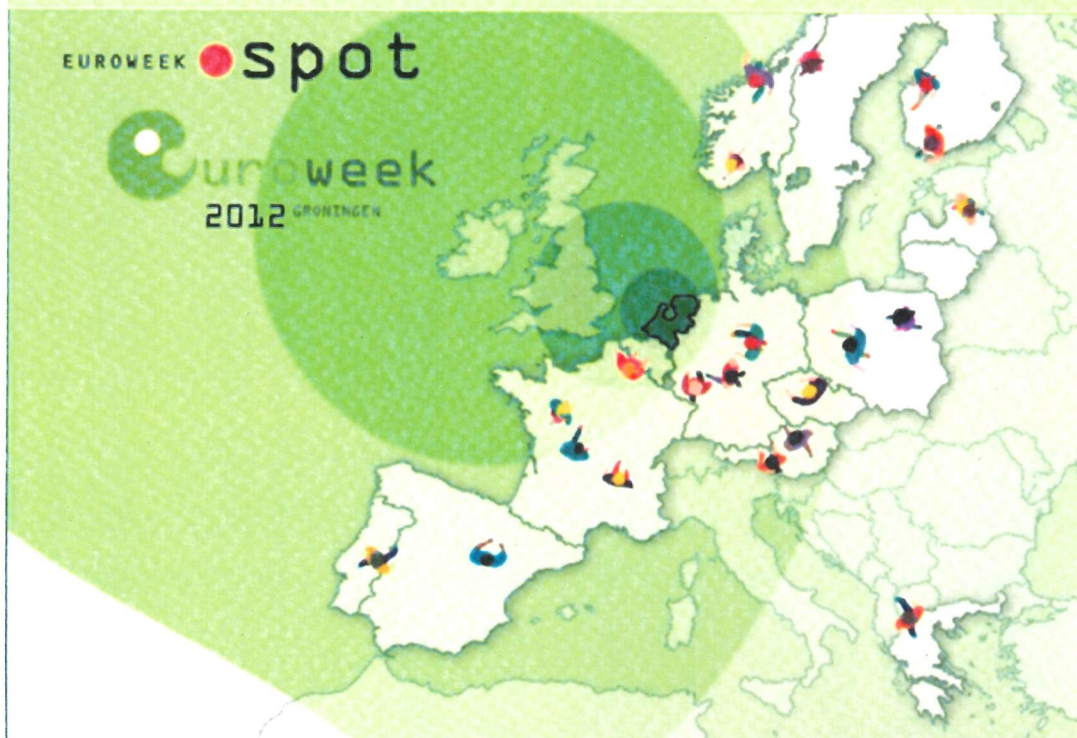


Certificate

The 18th European Week Conference

FAIR TRADE

16-20 April, 2012
Groningen, The Netherlands



The School of Business Management of Groningen,
hereby certifies that

Charlotta Edlund

attended Euroweek 2012 Conference in Groningen,
The Netherlands.

Laura Ripoll
Managing Director of
Prime NetWorking

Rob van Linschoten
Dean of the School of Business
Management



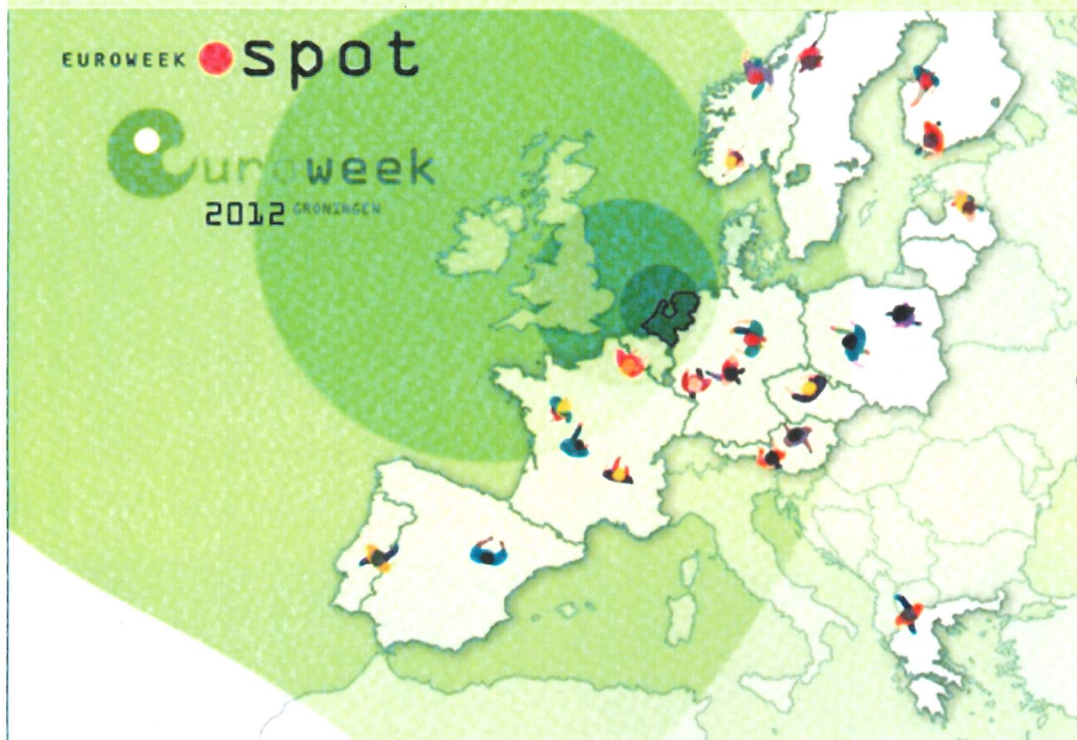


DIPLOMA

The 18th European Week Conference

FAIR TRADE

16-20 April, 2012
Groningen, The Netherlands



The School of Business Management of Groningen,
hereby certifies that

Team EWK12DE1

"Fair trade, a remedy for the heat of hell or just a
heavenly idea"

won the **first prize** of *Track 2* of the Euroweek
2012 Conference in Groningen, The Netherlands.

Laura Ripoll
Managing Director of
Prime NetWorking

Rob van Linschoten
Dean of the School of Business
Management



School of Business Management