

KEA DESIGN COLLECTIVE

HOW TO TEACH ENTREPRENEURSHIP & SOCIAL INNOVATION WHILE RUNNING A BUSINESS AND SOLVING A LOCAL SOCIAL PROBLEM

KEA - Copenhagen School of Design and Technology - is a public Academy of Higher Education established in 2008, which offers over 30 different educational programmes at Bachelor degree and Academy Professional degree levels, within the fields of design, communication, construction and technology. In close cooperation with the business community and educational institutions, KEA aims to develop and deepen business-related programmes at a high academic and practice-oriented level.

Further more KEA wants to be at the forefront when it comes to innovation and entrepreneurship. Therefore KEA's Research & Innovation Centre plays an important role in the strategic development of KEA's various educations and works across disciplines and traditions to develop projects that challenge and inspire the participants, while also making an impact on society in general.

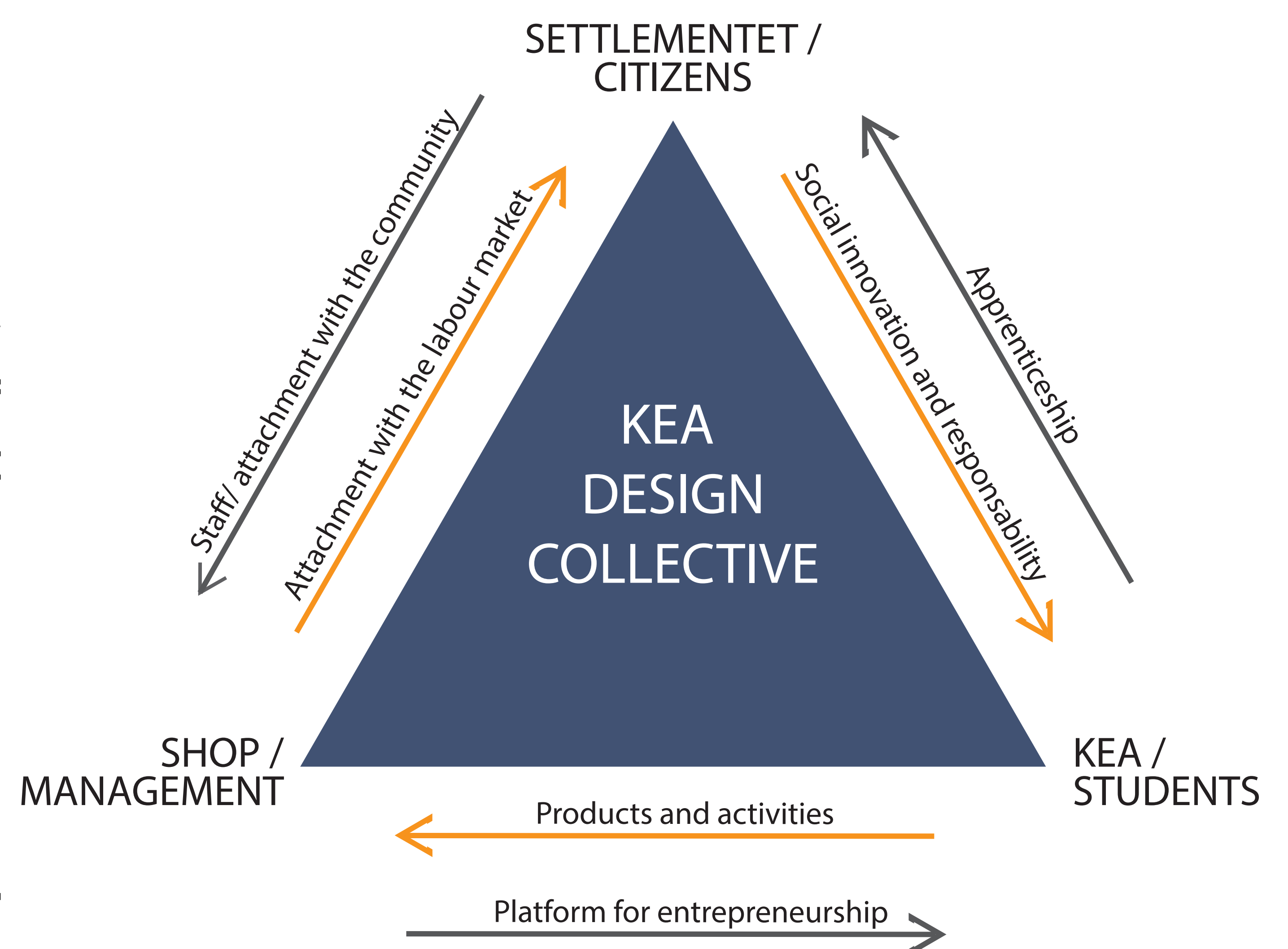
In the autumn of 2014 KEA is starting a collaboration with the commercial foundation Settlementet and the project Local Regeneration Central Vesterbro on a new entrepreneurship project manifested in a multifunctional shop – KEA DESIGN COLLECTIVE – at Saxogade.

Saxogade is located in the part of Copenhagen called Vesterbro, which is an old working-class district and is today both notorious for its red light district and social challenges as well as being a creative and trendy quarter. KEA DESIGN COLLECTIVE will be a part of Settlementet's many social economic shops at Saxogade, where some of Vesterbro's vulnerable citizens work at the shops as part of an activation programme.

KEA DESIGN COLLECTIVE will both function as a design shop, workshop space and exhibition venue and KEA's students will be a constant and active part of the shop, through educational courses, trainee service or voluntary engagement in the workshop space and daily maintenance of the shop.

As part of the concept the vulnerable citizens in Vesterbro will work together with KEA on developing and running the shop. This will be part of an activation and work experience programme supervised and mentored by Settlementet, which will contribute to a professional and personal development.

Due to the complexity of the project there is multiple partners and thereby multiple objectives and advantages, which can be illustrated with a model:



The project will contribute to the students' knowledge, skills and experience within:

- Management/ running a shop, their action competences will get practice-tested
- The art of entrepreneurship, including business models and economics
- Marketing and how to communicate their work to the outside world
- Design, production and taking part in a creative collaboration with other designers
- CSR and social innovation

The project is a unique opportunity for the involved partners to gain new knowledge and know-how about entrepreneurship in a social context. This is both in line with KEA's wish to be business and practice-oriented and the large number of KEA's students aspiring to become tomorrow's entrepreneurs

EXAMPLES OF KEA STUDENTS' DESIGNS

