

CRE8® Europe

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Grabriella Gille, director of Brands- and product development at Löffbergs Coffee Group, is impressed with the students work, motivation and creativity.

Last week, students from HINN took part in an international entrepreneur project in Karlstad with students from Romania, Spain and Sweden – five from each country.

The students cooperated in groups to find creative solutions to problems, with the coffee producer Löffbergs AB and the energy company Karlstad Energy as task owners. Löffbergs AB also gave an invitation to visit their company.

The project is called CRE8® Europe and is an Erasmus+ strategic partnership. In about six weeks everybody is traveling to Romania, where they will attend a similar workshop with Rumanian companies as task owners. In March, the road lies to Spain and then the students meet for the last time in Norway at Evenstad. One important part of the project is that the companies that are involved have employees that previously were students of the host institute.

The students that are involved from INN are Even Bjørk (Blæstad), Elena Pi Serra (Evenstad), Beata Bramorska (Evenstad), Thomas Knutsen (Rena) and Tea Karoline Aasmundstad (Rena). Eliana Bontti (vice dean education, ALB), Elisabeth Riseth (international coordinator, ALB) and Kristin Stevik (vice dean education, HHS) travelled with the students to learn more

about the concept and plan the rest of the project, along with employees from the other universities.

- I bring forward with me the communication skills I have learned on this course across nationalities, says Thomas. The company visit to Löffbergs also gave useful experience and we got to see how an energy company works.

Tea highlights aspects of cultural cooperation across countries, something she thinks is important because the world is becoming more global.

- And then it was good training in pitching ideas to companies, says Tea

- Even though the groups worked well, it was interesting to experience the cultural differences. We from Scandinavia thought a lot about knowing the company's values and about creating value for the companies, but in Spain, personal relations weigh more, explains Even.

The students are looking forward to the next workshop which will be in Romania 4th to 8th of November. Most of the students have never been in Romania and are therefore excited for what is to come.