

*Discover Europe
while creating it*

CRE8®



EUROPE

CRE8® is a model for problem-solving in a competitive form.

In CRE8®Europe students from Norway, Romania, Spain and Sweden come together to help organizations solve authentic problems, while enhancing students competitiveness and employability. Developed by Karlstad University, with the help of creative students, CRE8®Europe has been successfully used to tackle international challenges.

*All about being creative,
every step of the way*

THE CRE8® METHOD

BRINGING ALUMNI AND STUDENTS TOGETHER

The CRE8® model develops skills valued by employers and expands the professional networks of the participating students. In a CRE8® workshop, four teams are given a scenario with which to demonstrate their problem-solving skills, before pitching their solution to a jury. These are real life scenarios sourced from companies or the public sector, called task owners. A representative from the organization is included in the CRE8® jury.

The CRE8®Europe project consists of four weeks, one week hosted by each partner university. Every educational institution has an alumni network, formal or not. In CRE8®Europe the task owner has to be an alumni that representant the partner university.



KARLSTAD UNIVERSITY

Karlstad University, Sweden, has a long tradition of higher education and became a university in 1999. The students and employees develop knowledge and competence that enrich individuals and contribute to a sustainable society. Curiosity, courage and endurance characterizes their creative academic environment.

LUCIAN BLAGA UNIVERSITY OF SIBIU

Lucian Blaga is one of the oldest universities in Romania and has been a educational institution for over 225 years. The university works internationally and have contracts with 85 universities in 35 different countries. There are programs in medicine, engineering, law, economics, food-production and theology.





JAUME I UNIVERSITY

The Universitat Jaume I (UJI) is the public university in the north of the Valencian Community, Spain. Established in 1991, the UJI has positioned itself as a friendly university characterised by its personal attention, smooth-running management procedures and the high levels of participation of its members in university life.

INLAND NORWAY UNIVERSITY

Inland Norway University have six different campuses in the southeastern of Norway: Blæstad, Elverum, Evenstad, Hamar, Lillehammer and Rena. Their new institution offers over a 100 programs in a wide range of areas, such as ecologies, health, litterature, film, culture and economics.



KARLSTAD WEEK

After months of preparation the first week of CRE8@Europe were hosted by Karlstad University in Sweden. The week took place in September 2019 and it turned out to be a week full of meetings, new friendships, challenging tasks and new cultural experiences. The scenarios were given by the two task owners Löffbergs and Karlstad Energi.

Löffbergs is a family owned coffee company who has been producing coffee for generations. In later years they have also started producing other beverages and snacks. The company is facing challenges when it comes to attract future generations. Fewer farmers want to grow coffee and the coffee consumption is declining worldwide.



Karlstad Energi is a publicly owned corporation producing heat and electricity to the citizens of Karlstad. They offer products and services that make it easier for people to live a more sustainable life. Karlstad Energi also handles both the household and business garbage in Karlstad. They wish to reduce waste by making the garbage bag obsolete.

16-20 September 2019



THE FIRST TASK - Löfbergs

"How can Löfbergs become more relevant and create value for Next Generation?"

The winning team won by focusing on education for the farmers and to create local events in Karlstad, a coffee festival for example.



THE SECOND TASK - Karlstad Energi

"How can we make the waste bin bag obsolete?"

The winning team won by focusing on changing the garbage bins and making them hold different compartments.



SIBIU WEEK

After more than one month apart, the second CRE8@Europe week took place in November 2019 in Sibiu, Romania. The week were hosted by Lucian Blaga University and the students were exited for new challenges in the mountains. The scenarios were given by the two task owners TransAgape and Hug The Plate.

TransAgape is a local bakery that is one of the main providers of flour-based products in Sibiu. TransAgape seeks to offer qualitative products to Sibiu's market by developing a sustainable business and to improve consumers lifestyle by offering healthy meal options. TransAgape is planning to develop the "Back to school" kids package that will be served as a healthy breakfast option.



Hug The Mug is a local coffee shop that are focusing on specialized coffee served to go. In 2018 the company expanded through *Hug The Plate*, a brunch restaurant. They would like their employees to trust that their efforts will contribute to the development of the company and make them more aware of the importance of their role and of its impact at a larger scale.

4 - 8 November 2019



THE FIRST TASK - TransAgape

“What should the Back to school package contain and how should it be packed and designed in order for TransAgape to manage to create value for the new generation by providing a healthy meal?”

The winning team presented many great ideas, for example different meal boxes that were both fun and reusable. Also having a farm as a base for the project where school trips could be organized.



THE SECOND TASK - Hug The Plate

“How can Hug the Plate be the most valuable employer to their employees?”

The winning team won by focusing on a social and belonging motivation for the employees, not on a financial one.



CASTELLÓ WEEK

In March 2020, the third CRE8® week was held at the Universitat Jaume I, in Castelló de la Plana, Spain. Reunions, friendships and new challenges were the perfect combination of a successful and creative week. The scenarios were given by the two task owners Nayar Systems and Diputación Provincial de Castellón.

Nayar Systems is a telecommunications engineering company with a management model based on innovation and quality. It is focused on the sector of lifts and the Internet of Things. Following their philosophy, the company proposed the challenge of "Integrating the Internet of Things into a product or service that still doesn't have it" to the students.



Diputación Provincial de Castellón is a public institution and the second most mountainous province in Spain. The province is a clear example of a declining demographic trend. This is a problem that affects the entire Spanish territory. Therefore Diputación Provincial de Castellón wants to encourage people to both stay and move to these underpopulated areas.

2-6 Mars 2020



THE FIRST TASK - Nayar Systems

"Integrating the Internet of Things into a product or service that still doesn't have it"

The winning team presented smart tyres that adapt to the weather conditions and to the surface. With this proposal, they were not only seeking the company's technological and industrial development but also its international outreach.



THE SECOND TASK - Diputació de Castelló

"How can we encourage people to stay in or move to underpopulated areas in the interior of the province?"

The winning team were able to identify the social problem involved in the challenge. They focused on a creative idea that put together the different agents involved in the problem.



HAMAR WEEK

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THE FIRST TASK - Company

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THE SECOND TASK - Company

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STUDENT VOICES



**"Destiny worked for me. I'm part of CRE8[®] Family.
An international family with one heart."**

Daria Maria Sitea, Romania

**"Not only does it help you form a picture of the real
life business world from several fields, it also helped
me form friendship and networking opportunities for
the future"**

Even Björk, Norway



"This project has made us grow a lot personally and professionally and what's more important we've created a strong bond with everyone, students, professors and all the people that has participated"

Terése Olsson, Sweden



"Greater knowledge about other cultures, that it's very different even though we live close geographically"

Maria Jorda, Spain

A WORD FROM THE PROJECT MANAGER

For three years I have had the honour of working with a group of international students and colleagues in the project CRE8@Europe. During these years we've had the opportunity to get to know each other and I've seen a fantastic personal development. Not only in myself as a project manager, but also in the colleagues and especially the students. With their knowledge and spontaneity, showing no fear of dealing with the complex challenges of the work life, these students have contributed to a fantastic result and made every part of the project special.

We really brought this challenge home with excellence. The alumni involved from these four universities have also shown great satisfaction with the students commitment and results, and have shown great gratitude to their old university for the opportunity to be a part of the project. I would like to extend a big thank you to all partners, financiers and all those who have been a part of CRE8@Europe and making it one of the best projects of my professional life.

Ximena Deramond

With the support of the
Erasmus+ Programme
of the European Union



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ULBS

Universitatea "Lucian Blaga" din Sibiu



**UNIVERSITAT
JAUME I**