

Project
Report

Aspect

Aspect International Project Report

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Introduction

Aspect (A Social Sciences Platform for Entrepreneurship, Commercialisation and Transformation) is a network for organisations looking to make the most of commercial and business opportunities from social sciences research. Aspect connects academics, businesses, industry leaders and universities to turn ideas into commercial solutions and solve pressing social challenges. This is undertaken by running events and meetings to exchange good practice. For example, funding projects to test ideas, pilot new approaches and the development of toolkits (including case studies and resources) to share our insights and learnings with the broader community.

Sussex is one of the leading partners of Aspect and led on the Internationalisation of Aspect. Through this project, links and relationships between Aspect and Higher Education Institutions (HEIs) in middle income countries (MICs) are being established. The project is successfully delivering online training to the Aspect Faculty (Early Career Researchers (ECRs) and Knowledge Exchange professionals) about how to engage with international development activity with a particular focus on: 1) applied social sciences and entrepreneurship; 2) Faculty MIC partner institutions, and 3) developing an entrepreneurship model for marginalised and impoverished communities in MICs.

This project aims to position Aspect partners as 'preferred' organisations to respond to commercial and business opportunities. This involves a focus on social science research that involves partnerships with MICs and promotes UK PLC through the relevant education desks at the Department for International Trade (DIT) and abroad (all focused on Official Development Assistance (ODA) eligibility).

The project aligns with, and is supported by, the DIT's Skills for Prosperity Programme. It will provide a platform for Aspect partners to engage in commercialisation, entrepreneurship, and transformation with the nine MICs targeted by Skills 4 Prosperity programme of DIT (Brazil, Egypt, Indonesia, Kenya, Malaysia, Mexico, Nigeria, Philippines and South Africa). Presently, the Aspect team at Sussex is working with more than thirty other developing ODA (Official Development Assistance) countries to enhance their capacity to mobilise social science research. This will, in time, enable further expansion and adoption within lower- and middle-income countries (LMICs). The various projects are presently being fed into the Horizon Europe R and D calls for proposal.

The project approach, methodology and preliminary

results are discussed in the present report. Submissions are under review by various agencies, whilst social science responses to Coronavirus Disease 2019 (COVID-19) projects are under development with a wide network of international partners. Through these activities international partners are being supported to embed social science entrepreneurship within their delivery. The overarching project aims to increase the scope for all Aspect partner universities and all other interested stakeholders to collaborate on this initiative.

Project aims

The project aims to address the following challenges, which are central to what Aspect's striving to achieve:

- The value of social science research is not presently understood by business in MICs, LMICs and developed countries;
- There are deficits in standard practices for social scientists working with industry;
- There is a lack of business skills appropriate to MICs and LMICs amongst social science researchers and Knowledge Exchange professionals;
- Institutions in LMICs are currently not equipped to commercialise social science research;
- Incentives to undertake commercial work are lacking within academic settings across many LMICs;
- Industry is not as aware of the value of social science research to promote industrial Research & Development in this field (as opposed to Science, Technology, Engineering and Maths; STEM).

By working with existing international partner networks, the present project seeks to extend network links and develop strong social science-based research and development initiatives. In turn, these will address existing challenges whilst promoting the sharing of best practice and lessons learnt from Aspect activities and partners.

In the next section we describe in more detail how the current project aims to address the following challenges (as drawn from the original Aspect funding proposal and applied to LMICs):

- **The value of Social Science research not presently understood by business in MICs and LMICs:** Through structured consultancy development processes, the participating social scientist and project development professionals will engage with the Aspect network to showcase the applied social sciences and how social

sciences can add value to business development, business efficacy and social innovation. At least three international consortia will be established to support this outcome, with the programme drawing on the application of data envelope analysis and impact metrics for applied social science research.

- **The deficit of standard practices for Social Scientists working with industry:** Central to the programme will be the development of practices for working with business and industry in LMICs. This will include the showcasing of successful applied social science innovation activities along with the pursuance of new and untapped areas of social sciences through entrepreneurial activities and academically based business start-ups.
- **Lack of business skills appropriate to MICs and LMICs amongst Social Sciences researchers and Knowledge Exchange professionals:** Through the programme a new generation of social scientists will develop their consultancy skills and capabilities. Drawing on existing projects at the University of Sussex, e.g., a Pakistan-United Kingdom gateway proposal which includes the development of a 'train the trainer' Level 7 programme for social enterprise development. This will allow for entrepreneurial mindset development and promote spin-offs from Aspect partners.
- **LMICs Institutions are currently not always equipped to commercialise Social Sciences research:** The nature of the programme is predicated on the development of an applied social science paradigm located around building and expanding links with business and industry, improving consultancy skills and capabilities and widening activities across international networks. A fundamental part of the programme is to: 1) increase new social science-based business start-ups, 2) enhance research income, 3) improve consultancy opportunities and 4) effectively generate revenue. This will be undertaken by extending and enhancing the entrepreneurial activities across the social sciences at partner institutions.
- **Incentives to undertake commercial work are lacking within academic settings across LMICs:** The programme aims to create an enabling structure and process for expanding the commercial incentives associated with applied social science research. The initiative aims to become self-sustaining by the end of the grant supporting Aspect institutions in accessing niche MIC targeted funding streams, providing support

for social science business start-ups and enhancing revenue for social science activities.

- **Industry is not as aware of the value of Social Science research to promote Industrial Research & Development (as opposed to STEM);** Through consortia building, entrepreneurial activities, workshops, networking and events the programme will engage in diverse approaches to demonstrate and showcase activities for applying social science with a research and development innovation context.

The above aims link directly to some of the broader aims of the overarching Aspect programme with regard to social science innovation and entrepreneurship.

1. Creating an eco-system (an innovation community) of people (researchers, research users, entrepreneurs and investors), process and pool 'patient' capital (optimising the commercial pipeline) to update the current practice and introduce a new model/form of social science commercialisation (creating new products and services – not simply disseminating Intellectual Property).
 - a) An innovation community – over 60 countries engaged researchers, research users, entrepreneurs and investors – 175+ people engaged across different digital structures
 - b) Optimising the commercial pipeline – creation and supporting viable projects
 - c) Creating new products and services – not simply disseminating IP – all projects in the initial phase will or are meeting this to a greater or lesser extent – even if some are not as successful as hoped others are better.
2. For new companies to improve productivity and address social issues and challenges, through market-based solutions and addressing traditional barriers to application of social sciences to entrepreneurially based outcomes.
3. To support new companies – In the early stages some will be supported to the social enterprise stage by addressing social issues and challenges. Presently an array of social issues are being addressed by market-based solutions driven by social capital investment. These address traditional barriers to applied social sciences entrepreneurially based outcomes – the eco-system to drive this is slowly emerging.

Methodology

The project was launched in July 2020. The Sussex Aspect team have consolidated network links, partnerships relationships and continue to expand these. The Aspect2020 Annual Event took place (a programme of Webinars) which is anticipated to continue and grow in the future. The ECR Training project at the University of Sussex established a raft of projects and attracted attention from Aspect partners and international stakeholders. To further exploit economies of scale the Aspect team has been promoting and will continue to drive the following areas:

- Youth mental health.
- Community safety.
- Healthy ageing.
- Entrepreneurship.
- ECR consultancy.

Through these activities the University of Sussex has established international consortia and secured resources for capacity building, staff and student exchange (travel permitting) and promoting the agenda of social science research commercialisation, technology transfers, knowledge exchange and knowledge alliance partnerships.

The project evolved from the training of ECRs, social innovators and civil society practitioners from a pilot programme run at the Sussex Business School. The recruitment for the Aspect International programme utilised the universities networks and the initial target was approximately 150+ ECRs, social entrepreneurs and social innovators across Asia and Africa (due to time zone considerations). The pilot at the Business School drew 28 registrations at the start. This footfall declined as more inputs were anticipated from participants. The possible reasons for this were identified from the light touch survey and presented below. Only four academics completed the full programme. The Aspect International Basecamp programme was launched to act as the key communicative base for all interested partners.

Training Programme outcome targets – after sessions with ECRs will be able to:

- Recognise their role as an intrapreneur within their university/organisation

- Develop a plan for sustaining their research interests
- Apply strategies for building networks for supporting their research work
- Create a viable and effective bidding platform
- Make submissions to appropriate research and development funding sources
- Recognise that initial rejection is sometimes a central part of building a competitive bid
- Embrace any commercial potential associated with their research
- Plan a spin out
- Compile and table a long-term plan for intrapreneurial development.
- Initial Programme designed:
 - Session 0: Introduction (today) – Lets make a plan (added due to recent developments)
 - *Session 1: Early Career Researcher as an intrapreneur*
 - *Session 2: Building appropriate networks (local, national and international)*
 - *Session 3: Sourcing funding and Adding Value*
 - *Session 4: Building a bidding platform*
 - *Session 5: The submission process*
 - *Session 6: Draft and submit*
 - *Session 7: Rejections R Us' – REF impacts count?*
 - *Session 8: Spin Out: From intrapreneur to entrepreneur*
 - *Session 9: Business plan for spin out*
 - *Session 10: Building a long term intrapreneurial plan*

The international programme was designed after pilot results has been analysed. Recruitment activities were conducted through existing networks (Sussex and UK partners i.e., DICE Consortium, Institute of Community Safety, etc)².

- **STEP 1:** Log frame development (tool used to support project development)
- **STEP 2:** Partners identification and engagement (Local, national and international)
- **STEP 3:** Opportunity identification (local, national and international)
- **STEP 4:** Concept note to partners

1 This was adapted through session feedback and discussions according to ECRs needs and interests.

2 As this was a pilot the team felt that an initial phase with existing partners as test ground would be best to ensure that scaling any activities would be informed by effectiveness interventions.

- **STEP 5:** Draft Narrative, SMART Objectives, Risk Matrix, etc.
 - **STEP 6:** Rework proposal and draft budgets
 - **STEP 7:** Submission dry run
 - **STEP 8:** Identifying and addressing weaknesses and Submit
 - **STEP 9:** Reflecting on submissions (optional)
 - **STEP 10:** Where to now? (Optional)
- The following training was delivered:
- Intrapreneurship for the Research Community (IRC) 'ECR Consultancy Programme' – Delivered Oct-Dec2020 – 4 projects developed from this training as above (pilot)
 - Aspect International Training – From Logframe to Sustainability (Jan – on-going)
 - Aspect International Training – Basecamp Training March 2021
 - Aspect International Training – Budget Development Training April 2021
 - Aspect International Training – British Council Submissions Feb-May 2021
 - Aspect International Training – British Academy Submissions May2021
 - Aspect International Training – Erasmus+ Submission May 2021
 - Aspect International Training – UKRI and Horizon Europe Submissions (Forthcoming Aug-Sept 2021)

Results

Linking the Aspect International (Blue) to the overall Aspect process generated the following:

Table 1: Aspect – Talent, Ideas and Capital Processes.

Aspect International Project	Horizon Scanning	Comm Pipeline	Feedback Loop
Talent	Skills Development & Talent Capability – skill development through training	Recruit Talent – at least 15 social innovators now engaged and will support training of next cohort 'role models?'	Connect Talent – all are now connected through basecamp, will need nurturing and support going forward (i.e., Horizon Europe, Erasmus+ submission, UK AID, etc.)
Ideas	Social & Business Productivity Problems – built on social innovation ideas	Match Solutions 2 Problems – the partners have been encouraged to link solution to social issues	Capture & learn – the 15 grantees will now become Aspect international collaborators and the eco-system will continue to apply lessons learnt and application of best practice
Capital – social	Attract Capital – the aim is to generate and support social capital investment and development	Batch Mission Investments³ – focus on a batch of social innovators across a transnational cross sector context	Capital Cycles – given the early stage of the grantees the next stage will be supported to access more significant social investment and founded on the return on social capital investment

³ This is more a Zinc focus

Table 1 shows that the project delivered on the aims of Aspect International and broadly the wider Aspect programme objectives. This is reinforced when we look at the Key Performance Indicators that were set.

- **Aspect INTERNATIONAL KPI No1:** Develop an Aspect International entrepreneurship model based on Professors Hall and Matos' research on addressing entrepreneurship in marginalised and impoverished communities. <https://www.nottingham.ac.uk/business/businesscentres/iccsr/documents/jeremyhall-pub.pdf>
- **Aspect INTERNATIONAL KPI No2:** Provide on-line training to develop expertise of faculty (with a special focus on ECRs and knowledge exchange professionals across Aspect partners to engage in international development activities focussed on applied social sciences and entrepreneurship.
- **Aspect INTERNATIONAL KPI No3:** Provide on-line training for faculty and knowledge exchange professionals in partner institutions/organisations (e.g., Business, non-governmental organisations and Universities) from the LMICs and create an open-source resource to be added to Aspect website to act as a gateway to Aspect partnering for international organisations.
- **Aspect INTERNATIONAL KPI No4:** Build an international eco-system (50+ Official Development Assistance (ODA) Eligible partners) that will expand the profile of Aspect by providing an international footprint. An evaluation of this project would include how it has opened new opportunities for funding and research commercialisation for Aspect partners.
- **Aspect INTERNATIONAL KPI No5:** Build a mosaic of social enterprise start-ups founded on up to a max of £2,000 grants available for project development and engagement with Aspect partners on the back of social impact of pilots and initial activities.

The overall programme registration drew a total of 65 participants to date,⁴ from the following Aspect countries.⁵ Angola, Australia, Bangladesh, Bali, Belize, Bhutan, Botswana, Burkina Faso, Cameroon, Chad, China, Egypt, Eswatini, Ethiopia, Fiji, Gambia, Ghana, India, Indonesia, Kenya, Lesotho, Malawi, Malaysia, Maldives, Mali, Morocco, Namibia, Nepal, Nigeria, Pakistan, Philippines, Solomon Islands, Saudi Arabia, South Africa, Sri-Lanka, Tanzania, Thailand, Uganda, Zambia, and Zimbabwe.

See example opportunities letter to ECRs on the training programme Appendix A

Examples of the short case studies on projects developed, in development, and delivered are below:

1. Novalidy <https://www.novalidy.com/> is the first Healthcare incubator in Egypt, the Middle East, and North Africa (MENA) Region – Linked to Brighton and Sussex Medical School – Dr Chi Eziefula and Medhat Ahmed (Assuit University) and Dr Tim Pascoe (DICE Consortium).
2. Role Models International for Youth Gender Empowerment (Morocco) – Dr Tamsin Hinton Smith School of Education and Social Work and Cadi Ayyad University.
3. Regional Youth Digital Skills Strategies (Bangladesh, India, Indonesia, Pakistan and Sri-Lanka) – Prof Altaf Hussain Samo (Sukkur IBA University) and Dr Tim Pascoe (DICE Consortium).
4. Gain Training and Partnership through IncuDev; Capacity Building Program for Incubators/ Accelerators in Egypt, organised by AUC Venture Lab and in partnership with Rowad 2030; Ministry of Planning (Egypt), and Drosos Foundation (Switzerland) – Sussex Business School – Dr Martin Schelper (Business School) and Medhat Ahem (Assuit University) and Dr Tim Pascoe (DICE Consortium).
5. Serndo is the first global Social Entrepreneurship Management System and Network– Prof Jeremy Hall and Medhat Ahem (Assuit University) and Dr Tim Pascoe (DICE Consortium).
6. Missing Children Searchable Aggregated database – Dr Hans Cromberg (Crime Research Centre) and Dr Zulfiqar Ali Memon and Dr Tim Pascoe (DICE Consortium).
7. Climate Change Youth Training 20 countries (Bangladesh, Brazil, Cameroon, Chad, Ethiopia, Gambia, Ghana, India, Indonesia, Kenya, Kosovo, Liberia, Malaysia, Mozambique, Myanmar, Nepal, Nigeria, Palestine, Peru, Philippines, Republic of Maldives, Sierra Leone, Somalia, Sudan, Tanzania, Timor-Leste, Tunisia, Uganda, Zambia) –and Dr Sanghamitra Adhy (Pilot programme in London to develop materials week of Aug 16) and Dr Tim Pascoe (DICE Consortium).

4 Only Asia and African partners targeted in the first instance, however the network does include partners from across the Americas.

5 This list includes Sussex links and links built over the life of Aspect. The mining of the wider network was less effective, however, as this was a pilot the view was that test it with existing networks and partners that have a history of co-operation to generate more outcomes and build the wider network on case studies as reflected in this document. There were six registrations from Aspect partners in UK, only one completed attendance and made a submission.

8. Skillsuper is the world's first social learning network to find hidden STEAM women and youth talents and inventors by continuous assessments and trainings to find qualified candidates for STEAM Jobs. STEAM = Putting the 'A' in STEM. Ms Hanady Elgamal (Assuit University) – Dr Shova Thapa Karki (Pilot programme in London to develop materials week of Aug 16) and Dr Tim Pascoe (DICE Consortium).
9. First ever Indian audit, rating and certification for security in buildings especially by design. Dr Paul Boyce School of Global Studies and Dr Manjari Kapoor and John Strutton (Institute of Community Safety/TfL – Counter Terrorism).
10. Graduate Employability programme (India) – Sussex Business School/Global Studies – Dr Shova Thapa Karki and Professor Simple Doshi (SAL Education) and Lorenzo Wareham (DICE Consortium).
11. Digital Divide Network (IET lead) – Prof Jeremy Kent Hall
12. SME Tax Education programme Southern Tanzania – Sussex Business School – Prof Nachiappan Subramanian and Aida Haule Social Innovator and Dr Tim Pascoe (DICE Consortium).
13. Paramedical Employability Training for War Displaced People in Mali – Aldjouma Dam Social Entrepreneur and Dr Tim Pascoe (DICE Consortium).

Other project idea examples are shown in more detail can be found in Appendix B. Appendix C gives examples of more advanced projects.

Each project had an identified University of Sussex link academic, and these links are to be expanded to appropriate Aspect partners academics once the social impact metrics have been collated and the roadmap to scale have been finalised.

Dissemination activities/advocacy

At this stage the advocacy has been limited to the engaged network of round 25 ECRs and social innovators, as above (grantees) and other partners. The partner capacity still requires more development to embrace social impact metric training and the creation of national networks. Submissions to the European Union (EU) with some partners resulted in rejections for the following reasons:

- International partners (non-EU countries) have not demonstrated that they have robust national networks to support dissemination and advocacy.
- International partners (non-EU countries) have not demonstrated an ability to sustain the intervention post funding support.

The International dissemination network has been built on a basecamp methodology and once the present pilot projects have been developed into the next stage, they will form the base of the network development and focus on Horizon Europe Clusters.

Presently, there are six International Horizon Europe Clusters with the focus project built around the pilot activities. Each cluster is led by one of the Aspect grantees:

- **Cluster 1 – Health Care – Social Innovation (Dr Medhat Ahmed – Egypt):** focus areas: health throughout the life course; environmental and social health determinants; non-communicable and rare diseases; infectious diseases including poverty-related and neglected diseases; tools, technologies and digital solutions for health and care including personalised medicine health care systems.
- **Cluster 2 – Culture, Creativity, and Inclusive Society (Prof Simple Doshi – India) –** focus areas: democracy; cultural heritage; social and economic transformations.
- **Cluster 3: Civil Security for Society (Dr Manjari Kapoor – India) –** disaster-resilient societies; protection and security; cybersecurity.
- **Cluster 4 – Digital, Industry and Space (Dr Chris Ugwu – Nigeria) –** focus areas: manufacturing technologies; key digital technologies including quantum technologies; emerging enabling technologies; advanced materials; artificial intelligence and robotics; next generation internet; advanced computing and Big Data; circular industries; low carbon and clean industries; space including earth observation.
- **Cluster 5 – Climate, Energy and Mobility (Dr Sanghamitra Adhya – India):** focus areas: climate science and solutions; energy supply; energy systems and grids buildings and industrial facilities in energy transition; communities and cities; industrial competitiveness in transport; clean, safe and accessible transport and mobility; smart mobility; energy storage.
- **Cluster 6 – Food, Bioeconomic, Natural Resources, Agriculture and Environment: focus areas (Majaliwa Mbogella Tanzania):** environmental observation; biodiversity and natural resources; agriculture, forestry and rural areas; seas, oceans and inland waters; food systems; bio-based innovation systems in the EU's bioeconomy; circular systems.

All Clusters have a toehold project that builds on one of the Aspect international projects; suitable calls for the next Horizon Europe cycle are being sourced and Aspect grantees are being supported to make an initial submission. For the September/October cycle of calls the team is aiming to have only one submission which will act as a training tool for all ECRs and social innovators in the network, it will come from one of the initial cluster projects.

Given the fact that the Egyptian grantees are most advanced in their projects the first submissions are likely to be under Cluster 1 or 2.

Project learnings

The project is successfully delivering on its set aims, Key Performance Indicators and outcomes

The project has allowed the Aspect@US team to learn a number of lessons and these will inform the next phase of intervention and/or have been used to support the design of capacity building projects targeting international ECRs, social innovations, etc., from LMICs. These include, but are not limited to:

- Training needs analysis (TNA) need to be more robust – the team designed and delivered programmes based on past experiences, national and international projects focussed on ECR capacity building (FP7, H2020, British Council, etc.), focussed on research commercialisation and project development.
- Training delivery should be more flexible in terms of timing, length, and content. The feedback received from the Sussex pilot included poor scheduling, a one size fits all delivery structure.
- Training timing should be taken account of international time zones and should target areas of the world at appropriate times for their regions.
- Project development support needed to be more robust and individualised.

Research on withdrawal rate

The team conducted a quick-fire survey to secure reasons for the high withdrawal rate

- 40% of the feedback was received from those who were non-compliant

The following reasons were given for dropping out:

“Sessions were scheduled at unsuitable time i.e., 09h00 GMT (66.7%)”

“Content was not what I expected (16.7%)”

“I feel the sessions should be longer (50%)”

“My other responsibilities limited my ability to participate (33.3%)”

“I would prefer a funding focussed programme (33.3%)”

“£2000 not sufficient for what I wish to do (16.7%)”

“I found basecamp too difficult to engagement with (16.7%)”

Generic Comments from survey:

“Training time should be increased”

“Pre selection of registrants to go through training to assess commitment and interest”.

“Should specify area of interest on the project orientation”

“Our organisation requires more support from the Aspect team”

“This programme was a perfect base for us to engage with other Global south partners”

“Please can we have more training in finding funding to apply for”

That feedback has been built into the programme next steps include:

- Development of project social impact metrics – limited capacity among the grantees in this area at this stage
- Wider consortium-based submission activities focussed on Horizon Europe and other suitable calls
- Dedicated basecamps for each project to build

7 It is unlikely that any will be successful in the first instance and the feedback will be used to develop the second submission and engage with Aspect partner academics to strength the bids and widen the partnerships to promote competitiveness and the likelihood of success.

8 The project that will go forward will be selected on in the W/C 23rd August.

networks and expand partnerships for replication of 'successful' social innovation activities.

Conclusions

Through the Aspect International project, a very robust and capable base has been built with evidence of co-operation, which is essential to securing research funding. Furthermore, links connecting suitable University of Sussex academics have now been achieved. Horizon Europe and UKRI opportunities have been identified and are now being used as a below the line marketing exercise for engagement with academics from Aspect partners.

Goals achieved to date include:

1. Sussex based pilot training for ECRs and mid-Career academics.
2. Building global network from Sussex base and through partners.
3. International Training Pilot for ECRs and social innovators across an international network.
4. Project development with Aspect International grantees.
5. Creation of sustainable infrastructure for Aspect wide engagement and project development using Horizon Europe Cluster as organising framework.

The engagements with ECRs at both a Sussex and an international level have identified a training need for the following:

SME/Entrepreneurship Training Units/ Workshops (which would include):

- Essentials of Entrepreneurship
- Entrepreneurship and Innovation
- Innovation and Innovation Systems
- New Product and Service Development (NPSD)
- 30 Minute Business Plan
- Feasibility Analysis
- Financing Innovation
- Competitor Analysis
- Strategic Business Planning
- SME Global Marketing

- Research Methods for Business
- Social Enterprise Management
- Essentials of Intrapreneurship
- Intrapreneurship for Managers
- Leveraging Innovation – Intrapreneurship.

Looking ahead

The training continues through the Aspect International Basecamp, 35 people highly active, and 150+ additional candidates continue to be engaged. The team have not yet engaged EU partners for submissions to Horizon Europe. There are several active partners in the Aspect International network including: Bulgaria (Green Cluster Transport, Helix Social Innovation Centre (Greece), Institute for the Deaf (Italy), Efektas Group (Lithuanian), Passport 2 Employability (Malta), Dramblys (Social Innovation Centre – Spain), etc.

The nature of the initial piloting phase was to establish a base for international social innovation activities to promote applied social science research and development. Ideally, the programme needs to continue to extract the full benefits associated with the social investment thus far. The project has the potential to become self-sustaining in the coming years as the in-country partners demonstrate their social impact and the return on social investment.

APPENDIX A - SAMPLE ECR TRAINING COMMUNICATION

Dear Early Career Researchers and emerging career researchers

Hope all is well.

Tomorrow's session is going to focus on developing bespoke opportunities according to your own professional trajectory, we have very few who come so we can personalise. Please do come along if you ready for next steps and feel we can support your plans.

Below a few developments:

- Our think piece done by one of the Early Career Researchers as a 6-day contract will be out soon: **Enhancing the nexus between higher education, civic engagement, and digital innovation, to support SMEs in a post-COVID era**. Other think pieces available if you interested, good springboard into other opportunities.
- With Sukkur IBA we managed to submit to PEDL see: <https://pedl.cepr.org/funding/major-research-grants> Total budget £406,388 Lead by Sukkur IBA Pakistan along with consortia in Ghana, Lesotho, Malawi, Mozambique, Nepal, Pakistan, Uganda, Zambia, Zimbabwe. Project Title: **Dialectic between the Greening Agenda, Employment, International Trade (GAEIT) and Post COVID Reconstruction in Lower-Income Countries – Towards a Gateway for economic recovery and building back better and greener**.
- This network and other partners are now being flipped to a bid for: **Consultancy Services for Delivery of Digital (e.g., online simulation) Capacity Building Training for Entrepreneurs in Botswana, Ghana, Kenya, Nigeria and South Africa** – Due 20th November 2021 – we have a call for consultants who want to be considered for the team, the daily rate proposed is £400, so may be below the rate you wish to consider. More on that tomorrow if interested, it's a simple consultant table to complete and will be sector-based approach – i.e., identify growth sectors in a post COVID context, link to UN 2030 Sustainability goals, etc. Attached is the RFP from British Council. It an open call so will be very competitive but this could put you on DICE Radar for closed bids one of which goes in this evening: **DICE Digital R&D Fund – Researcher (closed on 5 competitors)** due at 23h59 this evening, thanks to the two ECR.
- The project is now feeding forward to a Researcher Links **Climate Challenge Workshops** (1 senior mentor per country and 46 ECRs) – We can explore a small contract to drive this...
 - British Council Researcher Links **Climate Challenge workshops** 27th November 2020 <https://www.britishcouncil.org/education/science/current-opportunities/researcher-links-climate-challenge-workshops> (Vietnam; Indonesia, Pakistan; South Africa; Egypt; Brazil) – £49k - Workshop themes proposed by Lead Applicants must address climate change related problems from an interdisciplinary perspective and must meet the needs of partner countries.
 - British Council **Climate change and COP26 – Open call for creative commissions** 13th December 2020 <https://www.britishcouncil.org/arts/opportunities/open-call-creative-commissions> £50k - The British Council is inviting applications for creative commissions that bring together art, science and digital technology and offer innovative responses to climate change. The commissions will be part of the cultural programme in the build up to the United Nations Climate Change Conference of the Parties (COP26), which the UK is hosting in Glasgow in November 2021.
 - A. Mostert attended a UKRI Research session on what works for research and innovation funding.
 - There are a number of interesting researcher/research calls due at the end of November 2021, with a two-week submission window. More information will be provided as soon as the slides are received. We would advise positioning and if you want to position, the calls will be up to £100k and fairly wide, i.e., seems may not have to be a PhD. They said all would be clear in calls in week of 30th.
 - Last week we did a session for Early Career Researchers from a wider cross-section – Sussex and University of Essex, Royal Holloway, University of London, University of Kent, University of Surrey, University of Surrey, Goldsmiths, etc. One of the participants followed up immediately and she created a group of Western Balkan academics and is making a submission today to the British Council for: **supply of Audience Perception and size survey, Western Balkans to the British Council** (suggested budget £96000) – another call for Youth surveys expected on the week of the 24th November.
 - We have received one expression of interest for the **Future Leaders Fellowship**.

Finally, a good way to engage with some of the international colleagues (Early Career Researchers) you have met at conferences and projects is to point them to <https://www.thebritishacademy.ac.uk/funding/newton-international-fellowships/> which opens January 2021.

Keep well and know our door is always open.

APPENDIX B – EXAMPLES OF PROJECT IDEAS UNDER DEVELOPMENT

1. **SME Tax Education programme Southern Tanzania – Sussex Business School** – Prof Nachiappan Subramanian and Aida Haule Social Innovator
2. **Serndo is the first global Social Entrepreneurship Management System and Network** – Prof Jeremy Hall and Medhat Ahem (Assuit University)
3. **Masvingo Knitting Project** – Amanda Fitschen Social Innovator Zimbabwe
4. **STAR Skill Development & Employability in India** Prof Simple Doshi Social Innovator
5. **Adoption of URBAN SECURITY STRATEGIES into the planning and administration of existing and new cities** Dr Manjari Kapoor Social Innovator India
6. **Comparative analysis of climate change in two megacities of India and extension of some management strategies** Dr. Sanghamitra Adhya, Social Innovator India
7. **Productivity enhancement model based on technology deployment** Kanika Sharma, Kapoor Social Innovator India
8. **Development of ecosystem for creating of master trainers for virtual skill TRAINING** Dr Sunil Abrol, Social Innovator India
9. **Technical Skills for Employment (ESTSE) Obeid Ndemeke**, Social Innovator Tanzania
10. **Universally Integrated Missing Children Photo Search System** Prof. Dr. Zulfiqar Ali Memon Social Innovator Pakistan

1. Novalidy – The first Healthcare incubator in the MENA Region

Lead is Noha Elnagar a Social Entrepreneur from Egypt

Problem the project aims to deal with:

- A lack of support systems for the start-up of small and medium healthcare and medical businesses.
- A lack of communication between healthcare and medical organizations and individuals
- It is difficult for any aspiring entrepreneur to enter healthcare and medical entrepreneurship fields

Project Objectives

- To enhance healthcare entrepreneurship and create more jobs in the healthcare and pharmaceutical industries
- To establish an ecosystem that builds and sustains the program for the promotion of healthcare entrepreneurship in the MENA region.

2. SME Tax Education programme Southern Tanzania –

Sussex Business School – Prof Nachiappan Subramanian and Aida Haule Social Innovator

Problem the project aims to deal with:

- Our country needs a better education system, a schools table and chairs, a good health facilities/equipment's, infrastructures like SGR, hydro power project and its people be employed all these is for addressing social challenges that our citizens encounter.

Project Objectives

- Taxpayers at the end of the project will be in position to understand Tax laws and regulations and hence improving Voluntary Tax Compliance.
- Increase in Government Revenues from Taxes and hence economic growth.
- Taxpayers relieved from penalties and interest as this project will be able to reach many people, tax payers and who are not tax payers but are to be in the future.

3. Serndo is the first global Social Entrepreneurship Management System and Network –

Prof Jeremy Hall and Medhat Ahem (Assuit University)

Problem the project aims to deal with:

- It is very hard to engage social entrepreneurs and organisations for long term goals.
- A lack of communication between social enterprises to find partners for national and international projects.
- It is difficult for any aspiring individual or freelancer to enter or find a job or manage tasks in social entrepreneurship fields.

Project Outcomes

- Building bridges between academia and industry for concrete solutions to address social entrepreneurship challenges.
- Increase the level of engagement within partner networks and create a scalable model for activities at the local and national level, supporting social entrepreneurship start-ups, entrepreneurs, and communities.
- Clear entrepreneurial talents and capabilities to start and develop a business with relatively high capital accumulation and job creation potential.

4. Masvingo Knitting Project –

Amanda Fitschen Social Innovator Zimbabwe

Problem the project aims to deal with:

- Low skills perpetuate poverty and inequality. When done right, skills development can reduce un- and underemployment, increase productivity, and improve standards of living. Helping people develop and update their skills makes economic sense (World Bank 2021).

Project Outcomes

- Enhanced, sellable skills that are also portable.
- Enhanced income generating capacity amongst rural women.
- Income growth within poor communities.

- Cheaper, high-quality knitted school jerseys.
- Better school attendance in winter.
- Higher education propensity.
- Virtuous cycle of education, skill development, income generation and community upliftment.

5. STAR Skill Development & Employability in India

Prof Simple Doshi Social Innovator

Problem the project aims to deal with:

- India has gradually evolved as a fast-developing modern economy due to the abundance of qualified, capable, motivated, and flexible human capital. However, there is a need to further develop and empower the human capital to ensure that country is standing tough and tall in global competitiveness. The term skills development is used to describe a wider array of institutions and activities influencing employment and earnings. When referring to the preparation of youth and adults for employment, a subtle shift in understanding occurs.

Project Objectives

- To provide skill development and employability in India.
- To enhance entrepreneurship and create more jobs in various industries.
- To target a gender equality in the field skill development and employability.
- To establish an ecosystem that builds and sustains the program for the promotion skill development and employability.
- To scale up innovative technology-based solutions to enhance skill development and employability.

6. Adoption of URBAN SECURITY STRATEGIES into the planning and administration of existing and new cities

Dr Manjari Kapoor Social Innovator India

Problem the project aims to deal with:

- City planning has seen many new approaches in the last few decades, along theories of social innovation, economic sustainability, inclusivity, and liveability predominating the pre and post Covid-19 era. Community safety, CPTED and other such related strategies are today forming a large part of the global consideration to city planning and design integration of urban security. These concepts however, are new to many developing countries and traditional cultures. India is one such developing economy and its aggressive developmental programs under the 'Smart Cities Mission' and 'AMRUT' cities monitored by the Ministry of Urban Development (MoUD) and Ministry of Housing & Urban Affairs (MoHUA), need urgent and immediate inputs to update their knowledge in line with the latest global pedagogy. This is necessary to leverage from advanced global theory, practice and findings to invest the precious national budgets judiciously, evolve ergonomic models of development and navigate growth that is inclusive, resilient, secure and relevant in the long term.

Project Objectives

- To study the regulatory mechanism, system of policy formulation and enforcement for other cities that have successfully adapted 'security by design' in the architecture, planning and administration of cities.
- To identify from the studied regulations and policies.
- Parameters and markers for different building types, land-use patterns.
- socio-economic zones and cultural contexts.
- Incentives and models of enforcement from Micro (individual dwelling) to Macro (master planning) levels.
- Common obstacles, resistances, and methods of resolution.
- Impact of changes, side-effects if any, and the identifiable direct- indirect gains in security and liveability relatable to the interventions.
- To derive a methodology to guide the Indian transition with the final aim of serving similar purposes for other global applications equally in the developing and developed context.

7. Comparative analysis of climate change in two megacities of India and extension of some management strategies

Dr. Sanghamitra Adhya, Social Innovator India

Problem the project aims to deal with:

- The high population density and large number of economic, educational and health facilities not only turn the megacities (with a population of more than 10 million people) into centres of economic activities but also into large sources of pollutants that impact on their environment. Emissions to the atmosphere of trace gases and aerosol species such as carbon dioxide (CO₂), nitrogen oxides (NO_x), volatile organic compounds (VOCs), ammonia (NH₃), sulphur dioxide (SO₂), particulate matter (PM 2.5- 10 micrometres in diameter), black and organic carbon (BC, OC) are prominent by-products of human activity in megacities. The emissions of greenhouse gases and pollutants change the composition of the lower atmosphere and the climate. Delhi and Kolkata, two important megacities in India have been selected for detailed study and remedial measures to control climate change will be suggested for better future.

Project Objectives

- To provision knowledge and skills that will increase awareness about climate change.
- To create data analysis, digital models and remote sensing (RS), Geographic Information System (GIS) based maps in the field of climate change.
- To enhance employment in the field of climate change.
- To achieve sustainable life, addressing the climate crisis is important. The urgent action for saving lives and livelihoods is necessary to address climate emergency.
- To need planned adaptation policies which have the potential to reduce vulnerability and realize opportunities associated with climate change.
- To create an educational network that includes all relevant stakeholders (schools, colleges, universities, policymakers, community groups, local.

8. Productivity enhancement model based on technology deployment

Kanika Sharma, Kapoor Social Innovator India

Problem the project aims to deal with:

- Technology development (Research & Development) has been the focus of most developed and developing countries. What is important to recognize is the priorities in terms of technology areas and their application. Defence, space, Industry, and business have been the prime beneficiaries of R&D in most countries across the Globe. Deployment of technologies also takes priority in these sectors as against sectors that directly impact the productivity (Social, Economic and Environmental) of society at the bottom of the pyramid.
- Sectors like Education, Skilling, Health care, public utilities get very little attention when it comes to technology interventions. Digital technologies like Artificial Intelligence, Augmented Reality /Virtual Reality, Machine Learning, 3D printing, Robotics, 5G etc. have been deployed by most nations for the benefit of higher strata of the society depriving the people at bottom of pyramid of their benefits leading to stagnation in their development and growth.

Project Objectives

- Engagement of community at bottom of pyramid.
- Engagement of Govts in identified countries.
- Development of correlation between Productivity and Technologies.
- Development of Model of Productivity Enhancement.
- Plan for mass deployment of model put in place.
- Confidence of stakeholders in the model established.
- Enhancement of Productivity of nations.
- Enhancement of life chances, quality of life and economic security of the people at bottom of pyramid.

9. Development of ecosystem for creating of master trainers for virtual skill training

Dr Sunil Abrol, Social Innovator India

Problem the project aims to deal with:

- Mismatch between jobs and skills is one of the biggest challenges most countries are facing. Mismatch could be on account of non-availability of sufficient work force, skill obsolescence, skill gap, skill access etc. Many countries having recognized the mismatch have taken initiatives to provide skills to their work force to match industry needs.
- It is interesting to learn that the average percentage of employable skilled work force in developing countries of Asia, South East Asia and Africa is far lower than that of developed nations. The average skilled work force in developing countries is below 5% and ranges between 2% to 8%, whereas the same for developed countries averages around 50% and ranges from 40% to 90%. The level of skilling in unprivileged groups and women is still lower.
- Skill development initiatives by several Governments are unable to cope up with the rising demand. There are several reasons for the same including remote location of unemployed youth, non-availability of sufficient trainers, Number of Training and certifying organizations, Technical and Vocational Education and Training (TVET) not being aspirational, non-availability of laboratories or resources etc.

Project Objectives

- The project envisages development of an ecosystem for a large pool of master trainers for virtual skills training and assessment for youth in developing countries.
- To support youth skills enhancement and entrepreneurial capabilities.
- The project will deliver a set of accredited resources for master trainers.
- Master trainers in the pilot will be assessed and supported to replicate the model through Aspect International partner networks.

10. Technical Skills for Employment (ESTSE) Obeid Ndemake,

Social Innovator Tanzania

Problem the project aims to deal with:

- In Tanzania the government waived school fees and other contributions from primary to secondary level of education. The number of students enrolled in various levels of education each year is increasing in a rapid pace and many graduates with degree, diploma or certificate. The pressure of increase in enrolment draws attention to the government to modify and establish learning infrastructures like classrooms, lecture rooms, books and experts to meet the standards leaving aside the quality of what students get and how should they apply in their real life. The effort of preparing environment for these graduates to get employment or opening their new business ventures and using skills and knowledge acquired from their colleges to generate income to run their daily life is not adequate. The rate of unemployment is very high due to irrelevant skills and knowledge induced to them which do not support self-reliant in creating some income generating activities to meet daily needs.

Project Objectives

- Equipping students / Graduates with technical skills for Employability.
- Increasing employment rate to the graduates by 50%.
- Minimising dependent rate to graduates by 30%.
- Increasing access to technical skills for employability by establishing 10 training centres in each district of Tanzania.
- Improving and developing technical based curricular and distribute 50 copies in each centre for use.
- Enrolling 30 students in each centre

11. Universally Integrated Missing Children Photo Search System

Prof. Dr. Zulfiqar Ali Memon Social Innovator Pakistan

Problem the project aims to deal with:

- Every day, all around the world, children go missing. Every year, millions of children and adolescents are impacted upon by abuse, exploitation, neglect, violence

in their homes, schools and communities, sexually abused or abducted. Trafficking of children is a form of human trafficking and is defined by the United Nations as the “recruitment, transportation, transfer, harbouring, and/or receipt” kidnapping of a child for the purpose of slavery, forced labour and exploitation.

Project Objectives

- UIMCPSS attempts to provide a photo searchable interface for the parents where they can search their missing children by just uploading their children picture.
- The system will use Artificial Intelligence based algorithms to compare image-to-image comparison to find the missing children rather than by text-based searching.

APPENDIX C – PROJECT SUMMARIES (MOST ADVANCED) AS REPORTED BY ECR'S

1. Project Title: Comparative Analysis of Climate Change in Two Megacities of India and Extension of Some Management Strategies

Social Innovator/Academic: Academic

Country: INDIA

National/International Partners: International and national partners (India, Nigeria, Liberia, Malaysia).

Overview of Methods and Approach

The growth and population of the megacities has been increasing throughout the world, with more people now living in urban than in rural areas. The urban areas are responsible for a high proportion of global greenhouse gas emissions, which are the main drivers of anthropogenic climate change.

- To understand the climate through the collection of climatic data on location, changes in land use, state of preservation, statement of significance, authenticity and integrity to understand aspects to be safeguarded.
- To understand the climatic hazards- dangers and

threats to the area including those induced by climate change, existing resources, strategies, plans and relevant preventive conservation and maintenance.

- To gather a multidisciplinary team with specialized competence in climate actions, monitoring, conservation of different kinds of damage (biological, chemical and mechanical) and climate change impact monitoring.
- To provide an opportunity platform for the creation of education networks, exchange of knowledge, sharing of experiences and success stories between youth who are working in the climate change sector in India and their peers from other countries.

Factual on the numbers attending/networks built/etc.

Many users are waiting to join the platform and six international and local partners (India, Nigeria, Liberia, Malaysia) are interested in partnership and collaboration.

Short Case study on impact on your professional development

- To create Climate Change awareness programme and network that includes all relevant stakeholders (schools, colleges, universities, local and regional government, policymakers, community groups, non-governmental organisations and other organisations, etc.).
- To provide training that is aimed at ensuring that youth are empowered through online training and

mentorship programs that will equip them with innovative skills in climate change, environmental management, potential social and environmental risk analysis, communication, and networking.

- To provide a platform for the spreading of educational networks, exchange of knowledge, services, training, sharing of experiences, and success stories between youth and other people who are working in the field of climate action in different countries of the world e.g., climate action can help numerous businesses that are vulnerable to a changing climate.
- To identify, develop and scale up innovative technology-based solutions that strengthen the research and development activities on climate change in urban areas.

Dissemination activities/advocacy etc:

- The project logo created.
- The domain name purchased.
- Building and development the website (www.earthdigitalbook.com).
- Acquiring potential partners India, Nigeria, Malaysia and Liberia.
- Project planning and validation.

INTERNATIONAL PLEDGE		
TOPIC	LINK	DATE
Plastic Pollution–The Path to Awareness	https://forms.gle/oVSw65xjZ7dIxMdr8	20.12.20
Pledge for Climate Change	https://forms.gle/iZ6XaeW18NZE9Ekr5	08.01.21
World Forest Day 21st March	http://forms.gle/nEebg39FVBDei3iZ8	21.03.2021
Climate Change and Biodiversity	https://forms.gle/LseEaw6CApGkfEhL8	30.06.21
INVITED LECTURE		
Climate Change–Adaptation and Mitigation	Organized in collaboration with..... Impact Youth Sustainability, Nigeria, Africa	World Environment Day 05.06.21
INTERNATIONAL PLEDGE		
Climate Change and Biodiversity in Urban Areas	https://www.youtube.com/watch?v=npPjYk8Xviw&t=117s	21.07.21

Learnings from your project – so far

- Enhancing knowledge and employment in the field of climate change.
- Achieving sustainable life and for saving lives and livelihoods addressing the climate crisis.
- Planning adaptation policies which have the potential to reduce vulnerability and realize opportunities associated with climate change.
- Creating an educational network that includes all relevant stakeholders (schools, colleges, universities, policymakers, community groups, local and regional government, non- government organizations etc.).

Suggestions for Aspect team: The active support is always received from the Aspect team to conduct research and development opportunities throughout the world. The combination of high-level policy and improvisation has produced social benefits including easier and more widespread access to information, increased national and international collaboration, fundraising and the formation of virtual communities and an increased ability to maintain social ties over long distances by Aspect team are highly appreciated.

Ideal next steps – Our team will:

- Launch the website to the public.
- Open applications for potential partners in a few days.
- Create social media pages of project.
- Engage potential customers through social media tools.
- Look for additional funding opportunities.
- Acquire new national and international partners to build global network.

2. Project Title: Novalidy, the First Healthcare incubator in the MENA Region

Social Innovator/Academic: Noha Elnagar

Country: Egypt

National/International Partners: our team are getting training and partnership from American University in Cairo (Egypt) and Drosos foundation (Switzerland). We

are working on building a great healthcare community with three local universities (Egypt) and four international partners from India, USA, UK.

Overview of Methods and Approach

In today's competitive economy, it is the need of the hour to promote the youth to build their own enterprises in the healthcare and medical fields. Presently, our system is providing excellent educational facilities but due to a lack of support systems for the start-up of small and medium healthcare and medical businesses, it is difficult for any aspiring individual to dream big. To nurture this mindset, there is an imperative need to build an eco-system that provides a full range of support services in one convenient location to help them succeed in today's competitive economy, which helps build and support an ecosystem.

Novalidy is the first Healthcare incubator in the Middle East and North Africa (MENA) Region. The incubator, with a mandate for healthcare, medical, and biotech for all, aims to catalyse the transformation of the healthcare sector in the MENA region. The incubator has the vision to be a nodal organization for knowledge generation and translational science leading to value-added products based on healthcare and biotech innovations.

Factual on the numbers attending/networks built/etc.

We are working on building a great healthcare community with three local universities (Egypt) and four international partners from India, USA, UK and Switzerland.

Short Case study on impact on your professional development

- Building bridges between academia and industry for concrete solutions to address healthcare and biotech challenges.
- Bringing support to researchers, entrepreneurs, start-ups, and non-profits to create, replicate, connect and scale up healthcare projects.
- Development of the Novalidy model and improvement in economic opportunities for youth and women in healthcare and medical fields.
- Increase terms of gender equity in healthcare and medical fields.
- Clear entrepreneurial talents and capabilities to start and develop a business with relatively high capital

accumulation and job creation potential often with great innovation capacity and clear market orientation.

Dissemination activities/advocacy etc:

Our team has finished the full design and development of Novalidy website. We have:

1. Created full website development and design, not just a landing page,
2. Created social media pages,
3. Added many activities, and
4. Added international partners.
5. Achieved training and partnership from American University in Cairo and Drosos foundation (Switzerland).

The website development activities included the

1. Creating and designing a professional logo.
2. Advanced website design.
3. Professional website development.
4. Purchasing domain name and hosting.
5. Search engine optimisation.
6. Page speed optimisation.
7. Advanced firewall system.
8. Website security system.
9. Launching the website to the public
<https://www.novalidy.com/>
10. Building and development the website.
11. Crating social media pages.
12. Launching email marketing campaign.
13. Project planning and validation.

Our project includes the following activities:

- **Start-up Incubation:** Building a healthcare start-up is a very hard and long journey, but we make it easy and simple. Our incubation program helps entrepreneurs build and grow start-ups of all stages faster than before.
- **Healthcare Projects:** We help healthcare project leaders find partners and researchers from academia and industry to apply for national and international

projects such as Europe Horizon and Innovate UK.

- **Corporate Innovation:** By joining our innovative healthcare community, partners can cooperate with other healthcare companies, entrepreneurs, innovators, and investors to find real solutions for complex problems, and innovate faster.

Our project will launch:

- **Novalidy for Female Founders:** The first global healthcare pre-incubator for early-stage female founders, solo-founders, researchers, and innovators.
- **Novalidy for MENA Region:** The first healthcare incubator in the Middle East and North Africa (MENA region) for youth entrepreneurs and students.
- **Global Healthcare Incubator Edition:** one of the leading healthcare incubators and networks to take your healthcare start-up or project to the next level.

We have three representative offices in Egypt, the UK, and the USA. We also opened an incubation application form and a partnership program. We will expand our partner network to cover India, the Middle East, and Europe in just a few days.

You can read more about how our project is completely innovative and scalable to make a big social impact with real results by visiting our website:

<https://www.novalidy.com/>

<https://www.facebook.com/Novlidy>

<https://www.linkedin.com/company/79759100/>

Learnings from your project – so far

- There is a large gap between females and males in healthcare entrepreneurship.
- Building a healthcare start-up is a very hard and long journey, without real entrepreneurship and support at the first stage, most of healthcare start-up will fail.
- Find international partners is not very important for our project only, but it is very critical and urgent for our incubated healthcare start-ups to success and grow.

Suggestions for Aspect team

We need to know pathway or requirements to partner and cooperate with Aspect universities.

Ideal next steps

1. Open applications for potential healthcare start-ups.
2. Engage potential customers through social media and other sources.
3. Look for other funding opportunities.
4. Start the first cycle of training for potential start-ups.
5. Create and design marketing materials.

3. Project Title: InterAnalysis

InterAnalysis is lead by a team of social scientists from Sussex, the group is chaired by Michael Laffey, along with Dr Peter Holmes, Dr Michael Gasiorek and Dr Jim Rollo. InterAnalysis is a University of Sussex spin out company and works closely with the Aspect team. InterAnalysis' has a pipeline are several projects which we want to share and develop with Aspect. We feel there is considerable crossover with Aspect as it expands into its internationalization phase.

The first two projects (China and East Africa) are projects which have gained considerable discussion and traction. To deliver these would require some moderate investment which we hope the Aspect project could contribute towards through the provision of some funding. This would allow us to widen our market reach to China while also extending our training into the educational sector and skills enhancement sectors. The second project would also pivot our training on Regional Integration. Originally delivered at Sussex between 2012-2015, pivoting our regional integration workshops to online training (across Africa) would also leverage Aspect's goals of expanding social science research internationally.

We have also listed India and Pakistan as ongoing pieces of work where our networks could benefit.

CHINA - Xidian University

For the Chinese university market: a partner, Xian ZhiGe Information Technology Ltd., in association with Xidian University (Xi'an) wishes to market an educational version of our software which will require localisation of training material, and online delivery and support.

Xidian University has invited us to deliver an online course based on earlier courses we have done in the past.

The course is expected to be delivered in Spring 2021.

Currently scoped to comprise:

- 15 hours of lectures based around specific topics, for the first 2/3, e.g., how does China's export profile to the world compare with Korea's?
- Workshops led by a local tutor, with technical support by InterAnalysis.
- Assessment by an online group presentation (in English) along the lines of our previous in person TradeSift training workshops.

OUTCOMES

1. We are in discussion with Xidian who have indicated that they will pay a reasonable price for the actual delivery of the course.
2. The course will contain sales of our TradeSift Edu software.
3. The course will be re-purchased annually at 50% of the original course fee (to be agreed).
4. It is our intention that the course will form the basis of an online training package incorporating TradeSift Edu for other universities who can commission a version of their own.

We wish to leverage our long-established partnerships in Italy (University of Salerno), Vietnam (Foreign Trade University) and Brazil (Unisinos).

Each has indicated that they are interested in placing TradeSift and an international trade module within their post-graduate programmes.

These are long established partnerships:

- Salerno has an Erasmus partnership with Sussex and for many years until COVID InterAnalysis received several interns each year who remain part of our network.
- We partnered in delivery of a training course in Hanoi and in a bid for a training programme in Vietnam to be funded by the EU.
- Unisinos is a Business School in Porto Alegre (Brazil) where a senior academic is a former PhD student of P.Holmes who visited to deliver a lecture course in 2008 and was invited again in 2020 - and delivered an online course.

How could aspect funding help?

We need support to create an online learning framework template that can be easily customised for different users. Xidian University has indicated willingness to fund one course and possibly pay for repeat use. But as noted above we need seed money to ensure that the Xidian version is a showcase for further sales in China and in other countries.

We need to invest in material, presentation techniques that would be more professional than a one-off live course to allow high quality recording and create a framework that would allow topics to be varied and updated.

For example, our Chinese marketing partner has pointed out that since internet access is not easy in China, we will benefit from supplying a package involving included data. We would not be allowed to re-sell data from free international sources but could command a premium for an inclusive package. We need to set up a system that can be customised to include a regular update of regional data for beneficiaries to download and keep up to date.

4. Project Title: The first global Social Entrepreneurship Management System and Network (SEMSN)

Social Innovator/Academic: Medhat Ahmed

Country: Egypt

National/International Partners: 6 international and local partners (India, Egypt, Sudan, UK, Nigeria).

Overview of Methods and Approach

Social entrepreneurship is important because it provides a framework for businesses to find their own success in the pursuit of helping others. The importance of social capital and specifically networks to new enterprise formation and the subsequent firm life course is undisputed. Overall, entrepreneurship and management scholars agree that entrepreneurs use networks for opportunity identification, legitimation and resource mobilization. Entrepreneurs use their network contacts to obtain crucial resources to successfully enter the market and move to subsequent phases in the business life course.

SEMSN is the first global Social Entrepreneurship Management System and Network to help entrepreneurs to find new partners, buy, sell and exchange products, services, and training, and manage resources. so as to provide sustainable and novel solutions towards quality social entrepreneurship and innovation services and products. With this background, SEMSN proposes to establish management system and network that will provide a translational ecosystem to scale up social projects, innovations, entrepreneurs, and start-ups to reach sustainable development goals 2030.

Factual on the numbers attending/networks built/etc.

Over ten users are in the waiting list to join our platform and 6 international and local partners (India, Egypt, Sudan, UK, Nigeria).

Short Case study on impact on your professional development

- To create social entrepreneurship management system and network that includes all relevant stakeholders (business and industry, schools, colleges, universities, hospitals, pharmaceutical companies, local and regional government, policymakers, community groups, NGOs and other organizations, etc.).
- To provide social entrepreneurship training that is aimed at ensuring that Women and Youth are empowered through social entrepreneurship programs and mentorship programs that will equip them with first-hand new innovative entrepreneurship skills in project identification, market and business risks analysis, feasibility analysis, social and environmental, partnership and entrepreneurial mindset skills, communication and networking.
- To provide an opportune platform for the creation of social entrepreneurship networks, exchange of products, services, training, knowledge, sharing of experiences, and success stories between women youth and other people who are working in the social entrepreneurship sector in the Middle east and their peers from The UK and Europe.
- To identify, develop and scale up innovative technology-based solutions that strengthen the social entrepreneurship value chain in the region.

Dissemination activities/advocacy etc:

Our team are

1. Creating and designing the project logo.
2. Purchasing domain name and hosting.
3. Building and development the website (www.serndo.com).
4. Acquiring potential partners India, UK, Nigeria and Sudan.
5. Project planning and validation.
6. Protecting our intellectual property.

The website development activities included the

1. Creating and designing a professional logo.
2. Advanced website design.
3. Professional website development.
4. Purchasing domain name and hosting.
5. Search engine optimisation.
6. Page speed optimisation.
7. Advanced firewall system.
8. Website security system.
9. Building the landing page (<https://serndo.com/>).
10. Project planning and validation.

Our project including the following activities:

- Social Enterprise Management System.
- Social Enterprise Network.
- Social Enterprise Projects.

Learnings from your project – so far

- Social entrepreneurship is very hard and complex.
- We need more international cooperation to make social entrepreneurship easy.
- Intellectual property is very important to protect innovative projects.

Suggestions for Aspect team

We need to explore and find travels grants for Aspect project partners to exchange knowledge, experience and culture and increase social impact, if it is possible in the future.

Ideal next steps

Our team will:

- Launch the website to the public.
- Open applications for potential partners in a few days.
- Create social media pages of project.
- Engage potential customers through crowdsourcing and social media tools.
- Look for other funding opportunities.
- Acquire new partners to build global network.

5. Project Title: Equipping Student with Technical Skills for Employment (ESTSE)

Social Innovator/Academic: **_OBEDI PASTIMA NDEMEKE**
(SONGWE VOCATIONAL TRAINING CENTER)

Country: TANZANIA

National/International Partners: VOCATIONAL EDUCATIONAL TRAINING AUTHORITY (TANZANIA)

Overview of Methods and Approach

Introduction of Project

Lack of technical skills for employability to the youths especially Tanzanian's graduates is the serious problems nowadays and for the future. This caused by theoretical based curricular, lack of research based on society's problems and lagging behind technological advancement and poor government policy support towards creative and innovative people. As the results large number of students graduate with more theoretical skills rather than technical skills. Moreover, the graduates have poor solutions towards society's problems and a lot of money was used to pay outsourcing services on matters regarding to technology due to being back and failure to grasp dramatic technological changes.

Equipping Students with Technical Skills for Employment (ESTSE) project focus on reducing the problem of skills mismatch by equipping youth employability skills. The

problem of skills mismatch raises because of theoretical curricular from primary, secondary to higher learning institution, lack of societal problem research, and technological backwardness. This factor resulted to youth lack technical skills, lack of creativity and invention, and poor solution toward society problems.

The training involves five area which are entrepreneurship, computer application, computer repair and maintenance, life skills and cross cutting issues in AIDS, Environmental and other infectious diseases like COVID-19. The training is conducted through Workshop and Seminar. By inviting entrepreneurs employed in computer hard and software industry, brainstorming where the trainees will be involved to create website, window installation, to repair hardware, and Field Visiting where trainee will attend in office to perform practical activities.

Factual on the numbers attending/networks built/etc.

The project is providing employability skills to 36 young people with different academic, economic, physical disability, marginalised background and those who are in vulnerable environment against social inequality.

Short Case study on impact on your professional development

Equipping youth technical and employability skills help: -

- To improve or enhance creativity and innovation.
- To increase the solution toward the societal problems.
- To reduce unemployment problem, dependency rate, poverty, economic and social inequality.
- To improve the income of individually, family, community, and national level.

Dissemination activities/advocacy etc:

The following activities has disseminated; -

- Improvement and development of employability skills based curricular.
- Enrolment of trainees.
- Preparation of trainer's team.
- Company to the stakeholders like government, churches local leaders and beneficiaries.

Learnings from your project – so far

- There is gender inequality between boys and girls in employability skills.
- Employability skills to young people is very important to reduce, poverty, income inequality and unemployment levels.
- We need to expand and provide employability skills in other areas which is very interested to girls and women.
- Expansion on employability skills in rural area is required.

Suggestions for Aspect team

It is suggested that we: Increase training on project write-up, implementation, and management in order to improve individual and group competence and performance evaluation on project.

Ideal next steps

- Launching the training programme
- Looking other funds opportunities
- Creating awareness to parent and guardian on the importance of engaging youth on vocational training
- Inviting employers and other stakeholders on project and training

6. Project Title: Serndo, the first social innovation training and network to find hidden STEAM women and youth talents.

Social Innovator/Academic: Hanady Elgamil

Country: Egypt

National/International Partners: 4 international and local partners. (Egypt, Nigeria, India, and UK.

Overview of Methods and Approach

The UK's STEM skills shortage is a well-documented phenomenon, costing employers £1.5 billion a year in additional training costs, recruitment, temporary staffing and inflated salaries. Further, when comparing the growth

of STEM jobs to that of non-STEM jobs from 2003 to 2017, it is clear that the former has outpaced the latter (by 4.5 percentage points), a trend that looks set to continue into the foreseeable future. Being vital to economic development and international competitiveness, the relatively low number of graduates entering into STEM occupations is a serious cause for concern among employers, with half warning that 'a lack of talent could put off foreign investment' and over half (56%) expecting the shortage to worsen over the next decade. And despite the increase in STEM undergraduates over the past few years, two-fifths of employers cited a shortage of STEM graduates as a key barrier to recruiting appropriate staff. Additionally, nine in ten (89%) STEM employers report that the recruitment process is taking much longer than usual, forcing many to resort to expensive solutions. STEM Learning found that slightly over three-quarters (76%) are being forced to inflate salaries to attract appropriately skilled workers, while nearly half (48%) are having to look abroad to adequately fill positions.

Serndo is the world's first social innovation training and network to find hidden STEAM women and youth talents by continuous assessments and trainings to find qualified candidates for STEAM Jobs. The network with small, medium and large enterprises, aims to catalyze the transformation of the STEM sectors. Serndo will match potential STEAM candidates with future and current STEM jobs to close the global STEM Skills gap.

Factual on the numbers attending/networks built/etc.

Over than 50 users are in waiting list for STEAM Skills training and 4 international and local partners.

Short Case study on impact on your professional development

- To close the global STEAM Skills gap.
- To create a base for a STEAM employability and entrepreneurship enterprise association through co-operation with the different NGOs and organizations in different regions.
- To enhance employability and entrepreneurship skills between woman and youth in STEAM industries
- To target a balance between genders in terms of entry-level jobs and/or returnees, training, and employability.

Dissemination activities/advocacy etc:

Our team are:

- Creating and designing the project logo.
- Purchasing domain name and hosting.
- Building and development the website (www.skillsuper.com).
- Acquiring 3 potential partners India, UK, Nigeria.
- Project planning and validation.

The website development activities included the:

1. Creating and designing a professional logo.
2. Advanced website design.
3. Professional website development.
4. Purchasing domain name and hosting.
5. Search engine optimisation.
6. Page speed optimisation.
7. Advanced firewall system.
8. Website security system.
9. Launching the website to the public.
10. Building and development the website.
11. Crating social media pages.
12. Launching email marketing campaign.
13. Project planning and validation.

Our project including the following activities:

- STEAM skills training.
- STEM employability.
- International corporations.

Learnings from your project – so far

- STEAM organization attract target qualified candidates and talents who equipped with STEM and employability skills.
- Good partnership between universities / research institutes, local authorities, and business is the key to success.

Ideal next steps

Our team will:

- Open registration for potential students.
- Create social media pages of project.
- Engage potential customers through social media.
- Look for other funding opportunities.
- Acquire new partners to build global EdTech and employment network.
- Start the first cycle of STEAM Skills training for potential students.

Project Report

About Aspect

Aspect (A Social sciences Platform for Entrepreneurship, Commercialisation and Transformation) is a network for organisations looking to make the most of commercial and business opportunities from social sciences research.

Supported by Research England's Connecting Capability Fund, Aspect members sit at the epicentre of discovery, imagination and progress in the social sciences. We draw together pioneering academics with innovative industry leaders to tackle the most complex societal challenges of our time.

Find out more at www.aspect.ac.uk

Aspect

Transforming Society Through
Social Science Innovation



Aspect is funded by Research England's Connecting Capability Fund