

## Listen in: Aspect Radio

17 June

### *The ARC-ers episode 1 - 23:15 min*

The ARC-ers, has been produced by Chris Fellingham (Social Sciences and Humanities Lead & Licensing and Ventures Manager, University of Oxford) and Joelle Phau and looks at this year's cohort of the Aspect research Commercialisation Accelerator (ARC). This introductory episode with Morven Fraser-Walther (IP & Innovation Manager of Research & Innovation Services, University of Glasgow) discusses how social science research can become business ventures that impact society and provides a behind the scenes look at what it takes to be a social entrepreneur.

### *'Pedrito' – Baha'i song writing workshop - 4 min*

'Pedrito' is one of the most popular songs from an innovative Baha'i song writing workshop for young adults taking place in Chongon, Ecuador. Bringing together musicians and experts with experience of working with young people in Baha'i-inspired educational programmes, these workshops aim to provide young people with an alternative to the prevalent messages in much of popular music today, focusing instead on spiritual identity. The annual songwriting workshops are part of a broader process of learning about how various means of communication can be used to bring about constructive change to communities—a change that takes into account both the spiritual and material dimensions of community life.

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## ***Building Evidence-Based & Problem-Led Commercial Ventures, with Rachel Carey*** **- 40:52 min**

Dr Rachel Carey, Chief Scientist at [Zinc](#), speaks on why she thinks start-ups are interesting environments for social scientists, and what's different about social science-based innovation. Using multi-disciplinary approaches to find the almost-impossible answers to complex issues, Rachel explain what her role involves and talk about Zinc's mission and purpose, their Venture Builder Programme, and what it really looks like when you ground new commercial ventures in evidence-based research and with a problem-led approach from the get-go.

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## ***'Seven Last Words of the Unarmed' by Joel Thompson performed by the University of Michigan Men's Glee Club*** - 14:51 min

Michael Brown. Trayvon Martin. Oscar Grant. Eric Garner. Kenneth Chamberlain. Amadou Diallo. John Crawford. These African-American men were killed by police or other authority figures and are the subject of a powerful multi-movement choral work addressing the wider issue of US policing and reforms by Atlanta-based composer Joel Thompson titled "Seven Last Words of the Unarmed." Here it is performed by the University of Michigan's Glee Club, under the direction of Eugene Rogers.

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## ***The Aspect Student Accelerator Programme (ASAP) episode 1 – 'The Power of Social Ventures, Scaling for Impact' with Sharath Jeevan*** - 51 min

Founder and CEO Sharath Jeevan talks to Kajal Sanghrajka about his social enterprise STiR Education. Sharath is an award-winning social entrepreneur who started STiR in 2012 with the aim of providing lifelong learning for 10 million teachers and 300 million children. He dives into his journey at STiR and we focus on his ideas on scaling for impact and going back to basics on the problems you are solving. Sharath has infinite wisdom on not only the business journey but also developing as a leader and founder.

## ***'Panic Attack' by Pussy Riot - 2:35 min***

This piece was created out of singer Nadya Tolokonnikova's experience in a Russian Prison Camp. After serving 2 years in this labor camp, she is still struggling with mental health issues. She expressed that the trauma, fear and insecurity never fully go away, causing depression episodes and deep anxiety. This track reflects on objectification of human beings, loneliness, disconnection from the environment that causes us to feel small and powerless, and our role within those feelings. The video for this song was created by director Asad J. Malik, and filmed on 106 cameras for an immersive AR experience rendered through a video game engine. The song was also released for sale as four NFTs (non-fungible tokens), with a portion of NFT sales going towards a shelter for victims of domestic violence in Russia.

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## ***The ARC-ers episode 2 - 15:34 min***

This episode of the ARC-ers brings together the participants in the current cohort of the ARC Accelerator programme to hear about the unique approach they bring to the way they tackle issues from safety and wellbeing on film sets to youth navigating leaving care.

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## ***'Je Vais A Yaoundé' by André-Marie Tala - 5:32 min***

Yaoundé is the capital of Cameroon. The song from the Cameroonian Afro-jazz singer André-Marie Tala talks about massive displacement of populations from rural to large urban centres in search of employment and well-being. As more and more people leave, extractive economies come in, leaving the countryside vulnerable to all kinds of things like deforestation and occupation of lands by big foreign companies. Simultaneously, the agricultural production in the villages decreases (while starvation increases), as mostly young people are the ones leaving. It creates a ripple effect: the incapacity of rural zones to supply the cities with food and other goods makes the cost of urban living high. Meanwhile, there are increasing numbers of unemployed youth, which is fuelled by the young arriving from rural areas.

## ***Tony Lloyd and Denise Withers: The Social Entrepreneur - 26 min***

Tony Lloyd, is a previous Fortune 500 executive, who left his job and decided to mentor changemakers. He started Social Entrepreneur to share these stories of change with others. In this episode he welcomes guest Denise Withers, author of *Story Design: The Creative Way to Innovate*. Denise is an award-winning storyteller and ICF certified leadership coach who helps clients reduce the risk of change and design better futures – with custom coaching, training, storytelling, and retreats. She primarily focuses on creating documentaries about environmental and social issues for change-makers across the globe. In the last 35 years, Denise's clients have used Story Design for impact projects such as clean energy, wilderness protection, reducing chronic disease, advancing food security, and improving financial literacy.

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## ***'The Founders Mind' with Kasper Schmeichel - 55:18 min***

The Founders Mind is a podcast from the Entrepreneurship Community that brings together business leaders & psychologists to explore in depth the entrepreneurial mindset and what it takes to not only succeed in business but thrive in creating socially impactful and commercially successful start-ups. This episode features a special guest, footballer Kasper Schmeichel. He is currently goalkeeper for Leicester City & the Danish National Team, former Premier League winner, and viewed by many as a general world cup hero – but what was his journey in making it to the top?

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## ***'Mazurka etter Jens Mykland' by Vidar Lande - 1:29 min***

Safeguarding and revitalizing intangible cultural heritage remains a major challenge around the world. In an effort to address this, UNESCO and Smithsonian Folkways Recordings published a dozen previously unreleased albums and re-released 115 albums of recordings published between 1961 and 2003, in a project entitled *UNESCO Collection of Traditional Music*. Out of print since 2005 (but thankfully available digitally) this traditional Norwegian folk song performed by the award winning musician Jens Mykland at once reminds us of the diversity and importance of intangible cultural heritage, whilst also questioning for whom culture is preserved.

**The above programme will be on repeat throughout the day just in case you missed anything!**

## ***'Byelorussia (Harvest Song)' - 1 min***

Covering southern Belarus and northern Ukraine, the region of Polesye is known as "the land of legends, fairy tales, and songs." Influenced by a landscape filled with forests and meadows, the traditional music from this area often revolves around seasonal changes and related festivities, with this song celebrating harvest. The vast terrain also inspired the practice of open-air group singing, bringing communities near and far together.

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## ***The ARC-ers episode 3 - 13:59 min***

Following on from yesterday, this episode of the ARC-ers brings together the remaining members in the current cohort of the ARC Accelerator programme to hear about the unique approach they bring to the way they're tackling some of the world's most challenging issues.

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## ***'Creating start-ups through empathy & behavioural research' with The Decision Lab and Dr. Rachel Carey - 42:09 min***

We re-join Dr. Rachel Carey, chief scientist at Zinc discussing the Zinc venture-builder and the projects it has supported which are as diverse and impactful as improving women's mental health, increasing opportunities for people affected by globalization, and adding five high-quality years to later life. Particularly this episode looks at how entrepreneurs can narrow their problem focus, sift through research, network, experiment, and finally, build and test their solutions.

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## ***'Ētētung' by the Wantok Musik Collective - 2:16 min***

Wantok Musik Collective aims to generate and foster cultural exchange between Australia and its neighbors throughout Oceania by establishing a leading, not-for-profit Music Label representing Indigenous and world music groups of this unique region. The Ētētung, or water music, of Vanuatu is a hypnotic sonic and visual experience, unlike any other anywhere else in the world. These songs are a collection of different movements performed in accordance with the waters' surface; it involves splashing, scooping, slapping, skimming, swirling... accompanied by the vocals of a group of female singers, all woven together in a rhythmic pattern. In being perceived more as a game rather than ritual, the music could be freely performed by women, and without any ritual or taboo connotations, made accessible to broader audiences. Many women across the islands have accordingly employed the music to generate opportunities and engage in entrepreneurial activities.

# 18 June

## ***The Aspect Student Accelerator Programme (ASAP) episode 2: 'The Power of Social Ventures, leading with purpose' with Bryan Janeczko, founder of Nunbelievable - 54 min***

In this episode of The Power of Social Ventures, Founder and CEO Bryan Janeczko talks to Kajal Sanghrajka about his business journey with Nunbelievable, the purpose driven baked goods company. He dives into his journey at Nunbelievable and we focus on his formula of purpose led leadership, social business model innovation and leveraging this to drive exceptional commercial results. Bryan lives and breathes his mission in business and in life and is full of practical wisdom for early-stage founders.

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## ***'Isolation Insights' with Palma Mitchell - 29:16 min***

This episode from the Entrepreneurship Community of Practice joins Palma Mitchell to offer valuable insights to help cope with whatever life throws at us and take these insights into life post-pandemic and takes a unique approach to creating an entrepreneurial tool kit from lockdown.

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## ***ABaCuSS: Bridging the gap - 27:21 min***

Morven Fraser-Walther (IP & Innovation Manager of Research & Innovation Services, University of Glasgow) joins up with Ella Moonan-Howard, Research Fellow at Zinc, to discuss the Aspect funded placement programme ABaCuSS and the benefits social science can bring to the commercial sector and innovation landscape.

# 18 June

## *'Thikukulola' by Various Artists and Wired for Sound* - 4:21 min

Wired for Sound is a mobile recording studio powered by the sun. After a year of research and testing the team created a solar powered setup that means they can record on the move. The team of three - Simon Attwell and Julio Sigauque of the South African band, Freshlyground and radio producer, Kim Winter - travelled over 12 000km for two and a half months across Northern Mozambique and Malawi. Through their partnership with community radio, meeting, jamming and recording with local artists, they aimed to create a more insightful and dynamic way of exploring a place and meeting the people who fill the space. Their intention was not traditionally ethnographic as the purpose is to discover the kinds of music being created now and to take these into collaborative spaces.

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## *The Aspect Student Accelerator Programme (ASAP)* *episode 3 : 'The Power of Social Ventures, data as* *your superpower' with Tarig Hilal, founder of Moja* - 52 min

Founder and CEO Tarig Hilal talks to Kajal Sanghrajka about his company Moja. Moja's pooling lending app was developed directly from customer data. We will hear how Tarig leveraged data from the early stage of his business to create competitive advantage and how he sees technology, data and research driving value, growth and future products. Tarig is a deep thinker and pioneer in the field, he has a wide array of resources for early-stage entrepreneurs to absorb from his journey with Moja.

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