

HZ Innovation Studio

A workspace for projects we like to call 'The Garage'

Information for exchange students



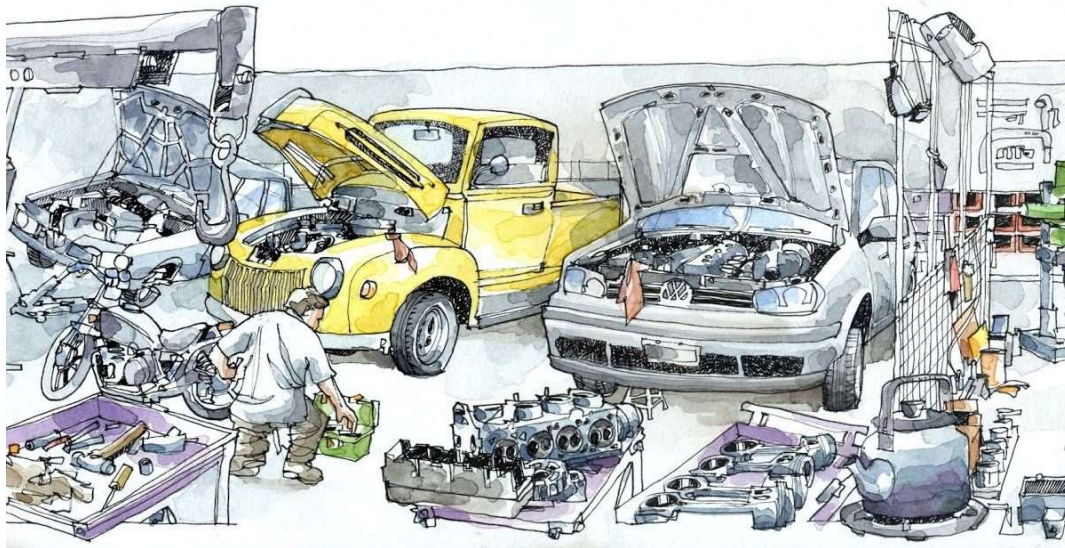
HZ Innovation Studio: The Garage

A collaborative and creative workplace for true learning

Coordinators

Timo Derriks

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In 'The Garage', an HZ Innovation Studio, students will engage and design relevant solutions for a variety of challenges. Meet and collaborate with industry stakeholders, fellow students, researchers and lecturers. Together we immerse in projects and succeed in delivering meaningful output. We see the range of projects as metaphorical cars that need repairs. They come in for a particular solution and our 'colleagues' work on it for a certain amount of time in order to deliver what is agreed upon.

The projects combine a multitude of concepts that are top of mind in our region. In this, entrepreneurship, governance, regional planning, change or development are linked to health, wellbeing, sports, recreation, leisure, hospitality or tourism.

HZ Innovation Studio: The Garage

'Never a failure, always a lesson'

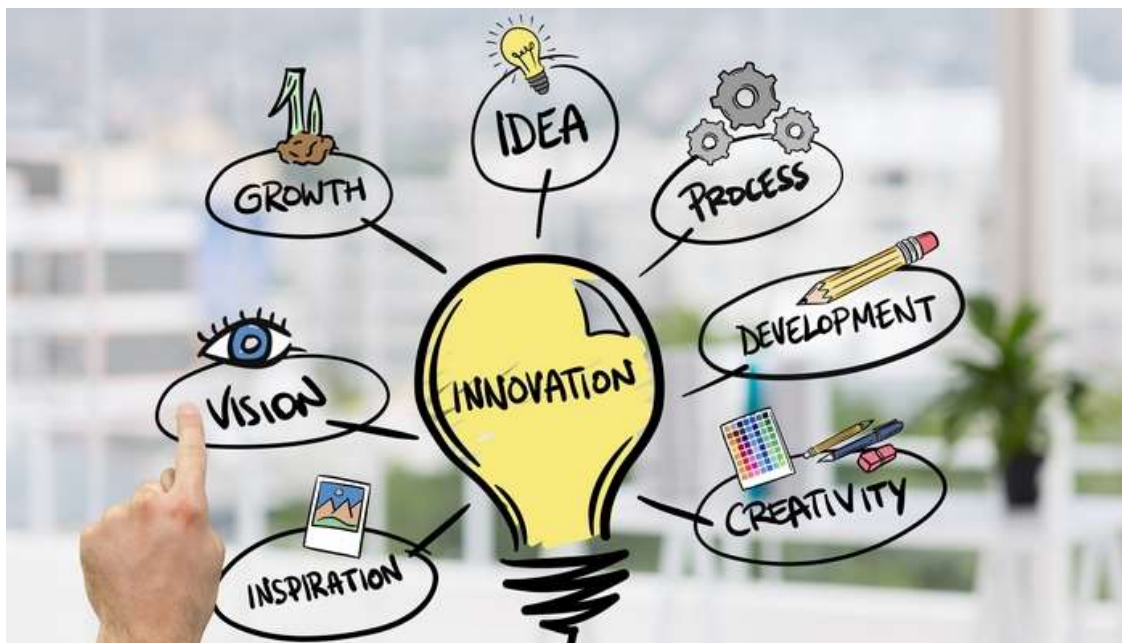
In our studio, you can work for example on improving business processes in hotels, create circular business models for campsites, brainstorm for new coastal health experiences or the stimulate residents' healthy living. We search for purpose and create value accordingly. Obviously, the sustainable development goals are integrated in what we do as well as why we do it. Share your interests and co-decide on the best projects for you. Working in our innovation studio allows you to complete (parts of your) exchange whilst building your résumé. The studio provides coaching and a vibrant workspace.

WHY

Working on real-life projects with a variety of stakeholders is a great opportunity during your studies! Perhaps you feel additional coursework would not bring you sufficient joy or a learning reward. At the same time, you could have completed various internships before but was never given the possibility to truly shine in taking things a step further. The province of Zeeland and our extensive partner network offers perfect possibilities to improve our region. Completing design challenges related to understanding the context, creating a new concept or proposing a business case is rewarding. You will learn an awful lot by exploring, ideating, discussing, prototyping, testing, innovating, learning and do so again if needed. Coaches and fellow students are there to assist and motivate you.

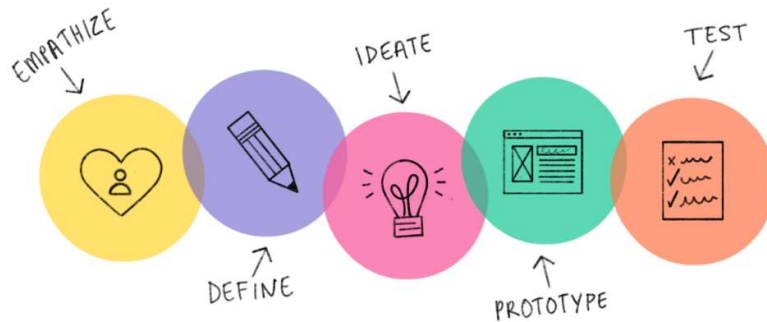
In our studio, we work together. Although it could be possible you work on one project by yourself, you can be a member in a different project team at the same time. Project teams are composed of students with as mixed backgrounds as possible for the benefit of interdisciplinary working. The interdisciplinary set-up allows you to learn from other students. Work with people from different cultures and nationalities to develop your cross-cultural skills. We blend English with Dutch (students) from time to time, making it possible for students from ranging levels of language mastery to join.

Another important aspect could be that the majority of other minors take place online or doing a minor abroad causes travel, quarantine and or quality of live challenges. Although the pandemic could desire to work online from time to time, we try to regularly meet at our hub. Students, seen as our colleagues, have their own desk available. Project teams could work in separate spaces while we also have sufficient opportunities to brainstorm, discuss, drink a coffee or have lunch.

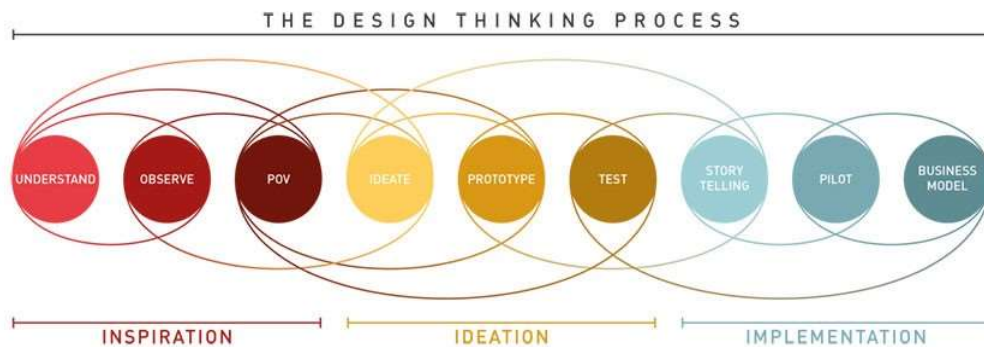


DESIGN THINKING AND DOING

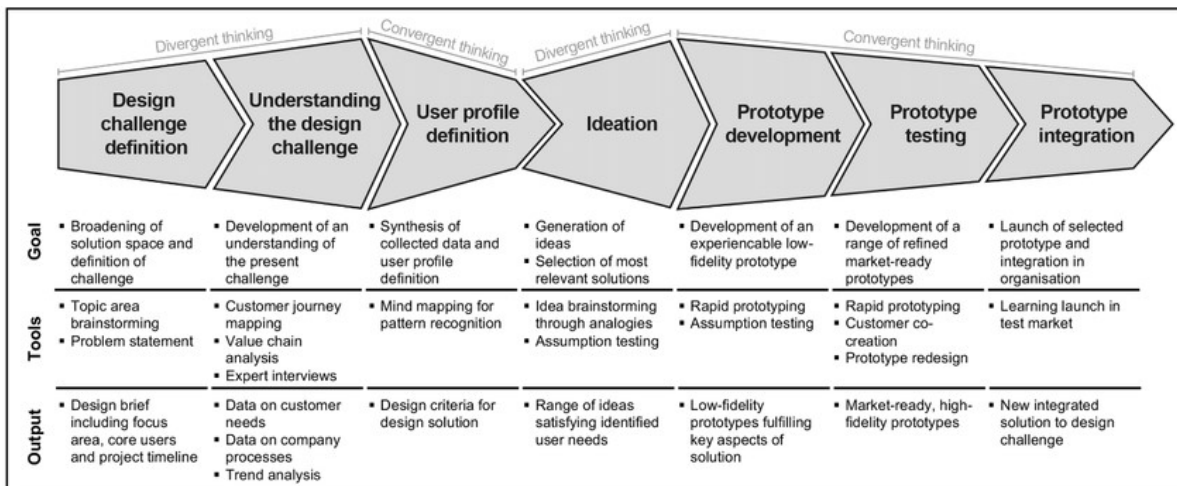
In our HZ Innovation Studio, we like to work according to Design Thinking approaches. In this, the basic five steps are to empathize with a certain challenge, define the problem, ideate a solution, prototype and test it. Throughout various projects, our students showed that they can do more than only giving suggestions on how to change things: they also help or lead in actually making the change.



Our stakeholders can come with different challenges. We discuss with them whether they have especially an interest in getting inspiration, in helping them with ideation or to work on implementation. Depending on the project, it could also be the case that these three stages are combined in a logical order.



Throughout the process, you will receive coaching and supervision that corresponds with the particular step you need to take. Each step in the design process has its own goals, intended output and can use a number of (digital) tools. See the model below for a few examples in this. We train you in the tools and the journey so you work on your competences of be(coming) an innovator.



FOR WHOM

From time to time, you are not exactly sure how things will turn out, which is both a fun and confusing aspect. However, with our encouragement, you will more and more trust the process and see the context, concept or business case become clear in front of your eyes. A long the way, you keep on filling your toolbox to tackle this type of challenges for future reference. The particular toolbox of design thinking is relevant for numerous (study) disciplines and related industries or professions. Our projects are mostly related to vitality, tourism, leisure, recreation, business, destination and regional development. They are, however, often of interdisciplinary nature. For this reason, we believe that every study discipline can and will be of added value in the project team(s) somehow.

The studio is most familiar in welcoming students from programs that educate you in the field of;

- International Business
- Business and Management Studies
- Tourism Management
- Leisure, Events and Facility
- Hospitality Management
- Commercial Economics, Sales
- Finance & Control
- Human Resource Management
- Communication
- Sport and Movement Studies
- Health and Wellbeing
- Social Work and Care

Since we do see you as colleague, you are empowered, yet at the same time we care about your personal wellbeing. Our social activity committee (feel free to join!) organizes a variety of teambuilding, fun and healthy lifestyle related activities. Our new office is located in the modern HZ Tower, close to main campus Vlissingen. From here, we have all the facilities and can have nearby walks to see ships sail in and enjoy a lunch in the sun. The city centre and train station are also in close reach. Feel at home in our buzzy office that breathes a creative atmosphere. Pick your own desk or read a book in a booth. Get familiar with the tools and steps used in design thinking. Change roles in order to experiment with supervision. Host our visitors and your fellow innovating colleagues. Discuss progress with your coach, program supervisor, stakeholders or fellow students. We have stand-up and share our work or personally challenges at fixed moments daily. Get into a routine of going to work, while it does not make you feel like work because of the vibrant space, fun and meaningful projects. You will make new friends in our office!

See our students at work and let Monica introduce you to the Garage in the following video:



(Side note: the video is shot in our old innovation space. The studio is now located in the HZ Tower; a more modern office)

<https://youtu.be/99yzJPnDDGI>

The HZ Innovation Studio is called 'The Garage' as we are always open, 'mechanics' constantly work and cars come and go. The cars, as a metaphor for the projects, are in need of a certain fix. The repair takes a certain amount of time, approach and tools. Our chef shapes projects, periods and participants in such a way the owner (the project commissioner) will leave truly satisfied, able to continue its onwards journey. Colleagues come and go, also as some other students partake in projects to complete their full minor of 30 EC, a halve minor of 15 EC, their internship, graduation thesis or elective credits. Altogether, this creates the dynamic and eclectic mix we treasure.



LEARNING OUTCOMES

For incoming exchange students, it is possible to spend approximately 10 weeks (1 period of 15EC) or 20 (2 periods of 15 EC=30EC) in our innovation studio. In these weeks, you develop and will be tested on the following five competences we like to call learning responsibilities:

Design Thinking: In the HZ Innovation Studio, we are design thinkers and doers. This means...

- 1.1 You are able to distinct the various steps and tools of design thinking and relate 1-3 delta(s), its steps and tools to given project(s).
- 1.2 You design, execute, monitor, interpret and/or validate the professional end product following the selected, appropriate design delta steps and tools.
- 1.3 You share the output in a structured manner, including a suitable follow-up that is based on an evaluation of the professional product(s) and the associated development process(es).

Applied Research: In the HZ Innovation Studio, we treasure the opportunity to conduct research. This means...

- 2.1 You pinpoint in which particular project step what kind of applied research would benefit the design thinking process.
- 2.2 You propose an applied research design of which its intended outcomes are relevant for the design thinking process.

2.3 You perform an applied research including justifiable data collection, analysis, interpretation and transfer to the design thinking process.

Co-Creation: In the HZ Innovation Studio, we stimulate meaningful connections across disciplines and backgrounds. This means...

3.1 You foster a safe environment to allow constructive dialogues in order to connect with and empower others through processes of change.

3.2 You stimulate interaction amongst stakeholders in such a way it welcomes equal collaboration (co-creation) and joint change (co-evolution).

3.3 You facilitate a process of sustainable relationships for a meaningful learning community.

Critical Reflection: In the HZ Innovation Studio, we encourage you to experiment with different perspectives and worldviews. This means that....

4.1 You, together with those involved, unravel various experiences, wishes, thoughts and beliefs.

4.2 You, together with those involved, try to look different at the situation due to a deepening of various worldviews, therewith searching for space to set things in motion.

4.3 You, together with those involved, determine together what is important and the direction for future steps to take collectively.

Conceptual Thinking: In the HZ Innovation Studio, we value the adventure of dealing with complexity and relating concepts to one another. This means that...

5.1 You make the situation and its complexity visible together with and for all others involved.

5.2 You, with others involved, illustrate a variety of scenarios that relate to identified space to set things in motion.

5.3 You propose justified desired and culturally feasible improvements.

Near the end of the first or second ten weeks, you draft a portfolio and receive final feedback. In this portfolio, the output of the projects will show the extent of mastery of the six learning responsibilities shared in key areas 1. Design thinking and 2. Applied research.

TESTING

The testing of the first 15 EC is different from the second 15 EC minor.

In the first 15 EC, by means of a reflection, you also convince the examiner of two learning responsibilities of the other three key areas. This means that testing can be summarised as:

100% Portfolio

- including project output (1.1, 1.2, 1.3, 2.1, 2.2, 2.3)
- including a reflection (three choices of any learning responsibility in 3, 4, 5)

In the second 15 EC, the written reflection is replaced by a criterion-based interview. You prepare this interview by sharing at least six learning responsibilities within key areas up front. The preparation of this is part of your portfolio; the interview is a separate test, weighing 20%. Testing in part two looks like this:

80% Portfolio

- including project output (1.1, 1.2, 1.3, 2.1, 2.2, 2.3)
- including interview preparation (at least six choices of any learning responsibility in 3, 4, 5)

20% Criterion based interview

- oral assessment on proposed learning responsibilities of key areas 3, 4, 5

FINAL CONSIDERATIONS

The HZ Innovation Studio minor 'The Garage' is in terms of organizational structure part of the HZ domain Business, Vitality & Hospitality. We have our own library. Books can be used on site or taken home. We mostly work with (scientific) articles, related to the projects. For this reason, there are no costs for literature.

All students can enroll in this minor. We expect enthusiasm, curiosity and a keen interest in the domain our projects take place. The context of our project is described above, yet we believe motivated students can bring something very valuable to the table, most probably related to their bachelor program learning journey so far. In order to increase a successful completion of this minor, a hands-on mentality is required. For each interested candidate there is the possibility to have one or multiple (online) meetings with numerous stakeholders of 'The Garage'. Would you like to discuss your interests with our supervisor? No problem! Or do you prefer to ask questions to a (former) student colleague? Also no problem. Just get in touch with us and share your thoughts. We will take it from there. At the end, the objective of these exploratory talks is whether this minor might be a relevant fit for you.

Do you want to know more before choosing our HZ Innovation Studio for your exchange? Contact:

- Charlotte Röhl at charlotte.rohl@hz.nl for questions related to current and future projects
- Timo Derriks at t.derriks@hz.nl for questions related to the educational concept and testing