

NOTIFICATION

The 4th AUAS – NU Research Seminar

Monday 21st June

2pm – 4pm UK time

15pm – 17pm Dutch time



Northumbria
University
NEWCASTLE

In this 4th Research Seminar, the awardees of the **2nd round (October 2020)** of the Pump Prime fund Call will share their research and outcomes with interested NU and AUAS colleagues.

In 2019, Northumbria University (NU) and Amsterdam University of Applied Sciences (AUAS) issued a Pump Priming fund that supports collaborative research projects between the universities. The purpose of the call is to deliver on the aims and objectives identified in the Joint Research Strategy (JRS) as the partnership aims to foster research collaborations and mutual support between the two universities, and develop and strengthen joint research ventures.

The three priority areas of the Joint Research Strategy are:

- ▶ Urban Sustainability and Entrepreneurship
- ▶ Digital Living and Critical Aware Design
- ▶ Equality and Social Justice

Moderators during the seminar:

Dr. Robert de Boer, Director Northumbria Amsterdam Campus
Lucy Kerstens, MSc, Manager Research Centre, Faculty Business and Economics, AUAS

CEST Time: 15.00 – 17.00 uur

Program

- ▶ **15.00 – 15.10 CEST Welcome and introduction by Ineke Bussemaker (Dean Faculty Business and Economics, AUAS)**
(5 minutes)
- ▶ **15.10 – 15.20 Update on the AUAS -NU Collaboration by Lucy Winskell, Pro Vice-Chancellor, Employability and Partnerships, Northumbria University**
(5 minutes)
- ▶ **15.20 – 16.12 Pecha Kucha type presentations** (each 6 minutes approximately) + 2 minutes questions

SEE [NEXT PAGE](#) FOR MORE INFORMATION >

PRESENTATION 1: 15.20 – 15.28

Project Fenix:

Learning from failure and success based on stories of entrepreneurs

PI - Natalia Blagburn

Co-Is – Professor James Cunningham

PI- Jeanne Martens

PI- Juan Francisco Alvarado Valenzuela

The project is about understanding business failure from the perspective of entrepreneurs. The project is the result of an ongoing collaboration between Northumbria Business School and the Fenix Project AUAS and aims to scale up the collaboration to contribute to the growing interest in business failure literature through the preparation of existing data for analysis.

PRESENTATION 2: 15.28 – 15.36

Gaming Doughnut Economics:

Pervasive play, city resilience and spatial justice

Dr Rachel Hann

Dr Patrick Duggan

Dr Gabriele Ferri

The project brings together performance designers, social engagement specialists and game designers to prototype an 'adventure board' or interactive digital installation to engage with urban communities on the subject of doughnut economics - an economic model which visualises the balance of ensuring life's essentials (social foundations) while ensuring that we do not overburden the environment conditions on which life depends.

PRESENTATION 3: 15.36 – 15.42

Children and physical activity in urban environments:

How to promote behaviour change, motivation to exercise, motor skill development & exercise adherence?

Prof Dr Florentina
Hettinga

Steven Mauw

Dr. Fiona Ling

Demet Yeseltipe

Dr. Gavin Tempest

Rian Pepping

Dr Mirka Janssen

The project brings together research groups at UNN and AUAS on the subject of how physical activity, motor skills and exercise engagement can be promoted in urban environments in children. Workshops to foster collaboration and a research project which aims to understand the environmental factors and policies relevant to exercise promotion and reduction of sitting time in children in both cities.

SHORT INTERMEZZO:

5 mins: Introduction movie on the Centre for Economic Transformation.

PRESENTATION 4: 15.47 – 15.56

Transforming Distance Education: *The Design Studio of the Future*

Prof. Lars Erik Holmquist

Dr. Rod Adams

Mr. Sam Nemeth

Dr. Nick Verouden

The project is an investigation into the design studio of the future which aims to create a virtual creative environment for blended learning post-COVID, taking the current pandemic as an opportunity to improve current technologies.

PRESENTATION 5: 15.56 – 16.06

Blockchain for algorithmic environmental justice

Dr Pete Howson

Inte Gloerich

Geert Lovink

Project explores the use of blockchain technologies to engage political struggles for environmental justice. How can technologically ambitious blockchain technologies enable creative and equitable transitions to sustainability.

PRESENTATION 6: 16.06 – 16.12

The future of three city- regions: *Amsterdam, London and Newcastle to 2030. Governance, Public Policy and the Centrality of the University*

Professor John Shutt

Professor Joyce Liddle

Dr Lorraine Johnston

Professor Willem Van Winden

The project brings together Newcastle, Amsterdam and London to investigate the civic role of universities in three city-regions.

16.12 – 16.25 Q&A

Wrap up by:

16.25 **Joe Timlin**, *Research Development Manager, Research and Innovation Services, Northumbria University*

16.30 **End of programme**