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A Honeypot of rich ideas – Building online communities to promote knowledge exchange and collaboration between creative arts and engineering

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“Riding Giants: How to innovate and educate ahead of the wave” ALT 1-3rd Sep 2014

University of
HUDDERSFIELD
Inspiring tomorrow's professionals

A Honeypot of Rich Ideas:

Building online communities to promote knowledge exchange and collaboration in creative arts and Engineering

<https://twitter.com/HudHoneyPotIce>

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Inspiring tomorrow's professionals

THE AWARDS
AWARD WINNER
UNIVERSITY OF THE YEAR

theguardian
UNIVERSITY
AWARDS
Winner
2013

2012
THE AWARDS
WINNER
Entrepreneurial University of the Year


THE QUEEN'S AWARDS
FOR ENTERPRISE

Honeypot

- On-line platform
- Providing a network collaboration
- Level 5 (NQF) UG
- 8 subject areas (two schools)
- Exchange ideas
- Multi-discipline teams
- Co-develop knowledge and skills
- Open – sits outside the curriculum
- Mentor – VPI Prof Stefan Gabriel President of 3M New Ventures



Inspiring tomorrow's professionals

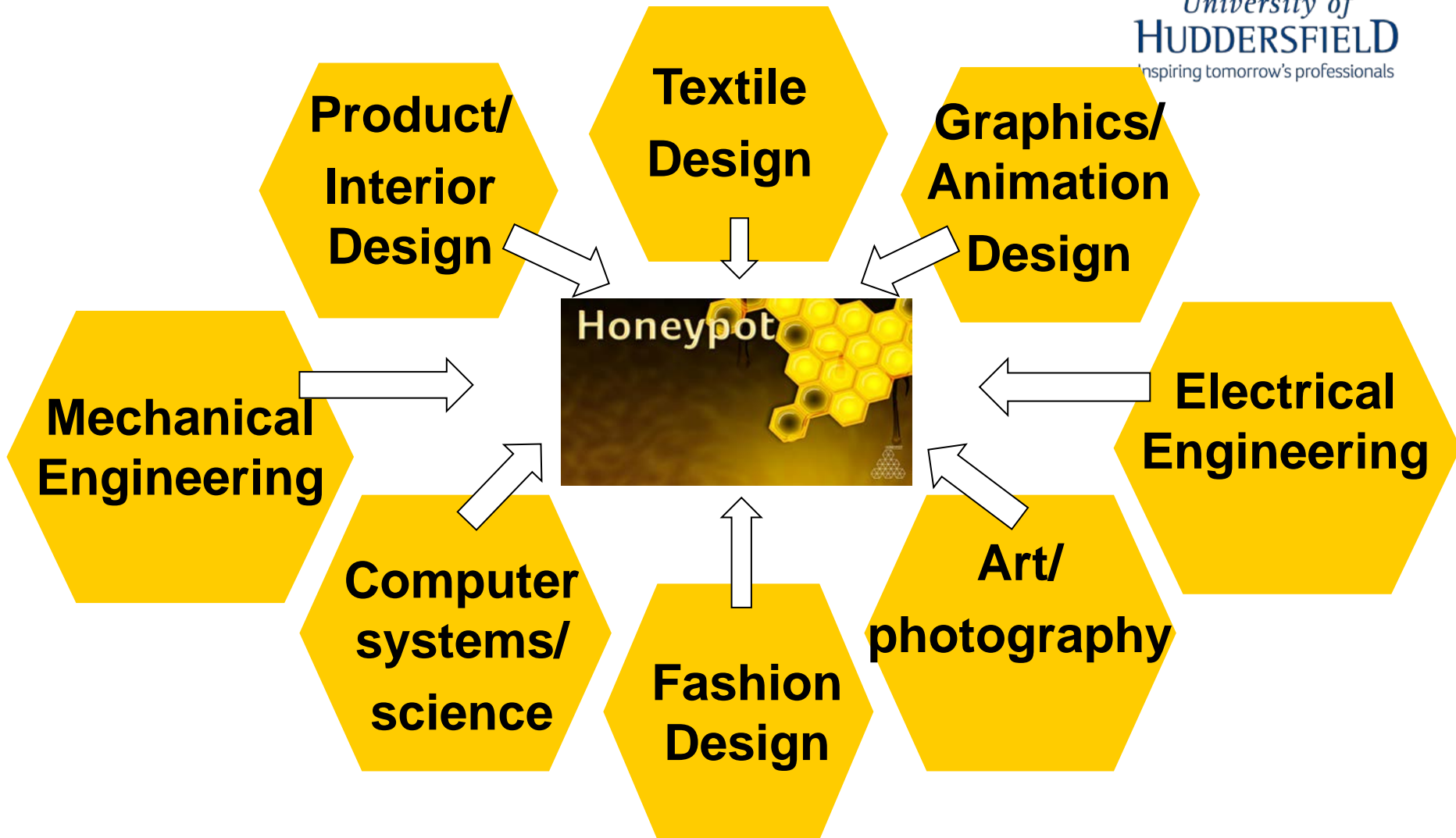
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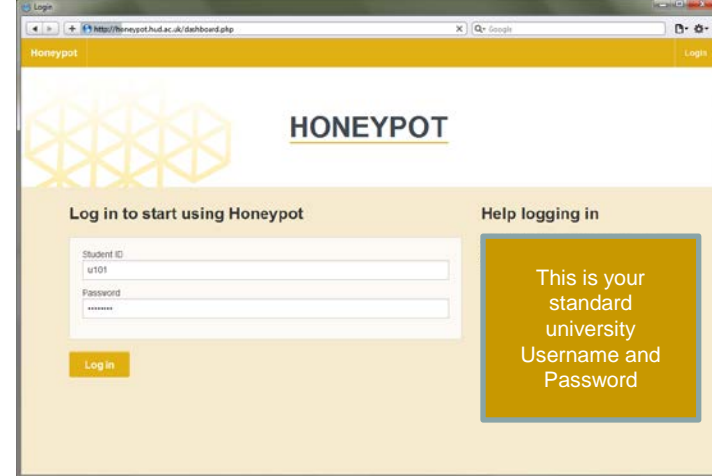
The Honeypot Model



High-level specialism/expertise with the ability to work collaboratively.

Software

- **Web based software**
- **Authenticated with our students usernames**
- **Three Phases**



RITH 2013

1. Create profile and pitch an project idea

2. Apply Phase: skill match and join a project

3. Voting for the best project

- **Launched with a high-profile event – Prof Stefan Gabriel**

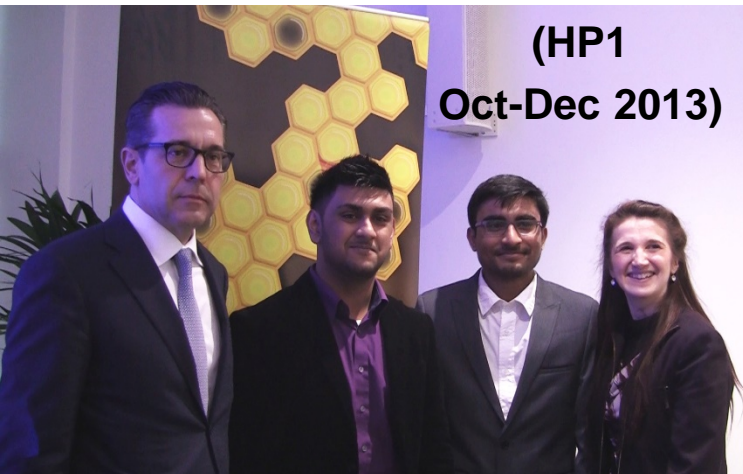
HoneyPot: Successes

Winners from HP1

- Software Development studio
- 2 graphic Design students (ADA)
- 2 Computer systems (C&E)



	students			projects		
	ADA	C&E	total	ADA	C&E	projects
Honeypot 1 Oct-Dec 2013	25	26	51	2	3	5
Honeypot 2 Feb-April 2014	45	17	62	5	2	7



(HP1
Oct-Dec 2013)

Winners from HP2

- Solar Powered UAV
- 4 PD (1 first year) and 2 Mech Eng

Feedback from the students:

Value of networks: “Honeypot would be a great concept if it were inter-university” (Launch Oct 2013), “Interesting Idea to get people together” (HP1 winners 2013)
“Very good networking tool for student enterprise” (Launch Oct 2013)

Focused approach: “Before a student submits an idea it should be revised by someone” (End of HP1), “perhaps a summer project” (Launch Oct 2013), “proof of concept event should not be organised near exams” (POC April 2014), “Didn’t realise your idea could be a service, I thought the idea had to be a product” (HP1 winners 2013) “It should be organised and planned for individuals not just teams” (POC April 2014)

Expanding opportunity: “Consider including final year students as many final years are perhaps more ready for enterprise activity” (Launch Oct 2013)



Challenges

Barriers open access

- **Factors out of our control, outsourcing web design**
- **Legal contracts first – IP, NDC**
- **Experts for advice**

Motivating students

- **Outside curriculum (engaging the students)**
- **Networking across courses – mix them up**
- **Student experience (reluctant to register project)**
- **Creating value to learning**
- **Still need the physical environment - knowledge**
- **Confidence to take project further (needed mentors)**





Challenges: Software

Navigation

Flexibility

**Administrator
interface**

**Admin
heavy**

Special Thanks

Stephan Calcutt (HEA A&D Technician of the year)

VPI Prof Stefan Gabriel



A large, stylized illustration of a honeycomb structure in shades of yellow and orange, with a bee's legs and body visible on the right side. The word 'Honeyypot' is written in a large, white, 3D-style font across the top left.

Honeyypot

A solid yellow hexagon containing contact information.

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<http://www.hud.ac.uk/schools/artdesignandarchitecture/enterpriseandengagement/studentprojects/studentname,92591,en.php>

<https://www.hud.ac.uk/news/allstories/honeyypot.php>

<http://www.hud.ac.uk/news/2013/october/3mnewventurespresidentlauncheshoneyypotforstudentideas.php>

<http://www.hud.ac.uk/news/allstories/3mpresidentbecomesvisitingprofessor.php>



Honeypot

is designed to bring together students, who value innovative-thinking and ideas generation as part of their undergraduate

- **Knowledge Communities**
- **Knowledge Exchange**
- **Knowledge Building**

