Introducing the book: Entrepreneurial Learning City Regions
Delivering on the UNESCO 2013 Beijing Declaration on Building Learning Cities

Judith James
Swansea University
• Introduces strategies for improving engagement of citizens in Learning Cities and Regions through training and education

• Delivers innovative content on the economic development of city regions involving lifelong learning

• Reviews the UNESCO Institute for Lifelong Learning initiative to conceptualize the Learning City
Preface
Introduction

5 parts:
1. The Global Perspective - Identifying a Need for Change
2. Entrepreneurial Skills, Knowledge and Attitudes
3. The University Perspective
4. Inclusivity and Lifelong Learning
5. Working in Partnership

Prospects
Preface by Professor Allan Gibb OBE

- Professor at Durham University UK
- Queen’s Award for Lifetime Achievement in Enterprise Development
- European Entrepreneurship Education Laureate Award in 2012.
- Founder of Entrepreneurial University Leaders’ Programme (UK National Council for Entrepreneurship Education/Oxford University)
- Led to the development of the Times Higher UK Entrepreneurial University of the Year Award

His focus has always been upon building the link between concept and practice.
Part One:
THE GLOBAL PERSPECTIVE-IDENTIFYING A NEED FOR CHANGE
Professor Norman Longworth
Regarded as one of the world's leading experts in the development of Learning Cities

Attributes of an Entrepreneurial Learning City Region
“The ability to create economic foresight requires a learning environment that not only understands the past but can also interpret the present and has the skills and intuition to predict the future”
Professor Rebecca Hughes
Director of Education, British Council

“Linking people and projects across borders and cultures to make a positive difference through higher education”

University Internationalisation Strategies and Public Engagement
Alyson Jenkins
PhD Student in Education for Sustainable Development and Global Citizenship

“Entrepreneurial Learning and Education for Sustainable Development (ESD) have similarities and synergies which are explored through the lens of shared purpose and pedagogy”

Entrepreneurial Learning for Sustainable Futures
Raúl Valdés-Cotera and Mo Wang

Lifelong learning for all: Our city’s future

UNESCO’s role in supporting cities through the Key Features of Learning Cities, in empowering individuals and promoting social cohesion, and in enhancing economic development and cultural prosperity
Part Two:
ENTREPRENEURIAL LEARNING: KNOWLEDGE, SKILLS, BEHAVIOURS AND ATTITUDES
An Introduction to Entrepreneurial Learning: Knowledge, skills, behaviours and attitudes
Fiorina Mugione United Nations Conference onTrade and Development (UNCTAD)
and Andy Penaluna International Institute forCreative Entrepreneurial Development

Developing and Evaluating EnhancedInnovative Thinking Skills in Learners
Tales Andreassi and Maria José Tonelli
Escola de Administração de Empresas de São Paulo, Fundação Getulio Vargas

Women entrepreneurs in São Paulo, Brazil
Christina Wai-Mui Yu and John Chi-Kin Lee
Hong Kong Institute of Education (HKIEd).

Sustaining Entrepreneurship Education in Hong Kong as a Learning City through Partnership Building
Louisa Huxtable-Thomas and Paul Hannon
The Institute for Entrepreneurial Leadership

The Role of Entrepreneurial Leadership in City Region Economies: A case of developing small firm leaders
Owen R. Bidder, Post-Doctoral Researcher at the Middleton Lab, University of California, Berkeley

From Student to Enterprising Researcher
Part 3:
THE UNIVERSITY PERSPECTIVE
The Impact of a Research-led Entrepreneurial University on a Regional Economy: Swansea University’s Science and Innovation Campus
Professor Christina Slade
Vice Chancellor
Bath Spa University

From Creativity to Enterprise
Professor Roberta Piazza
University of Catania

Creating Learning Opportunities for the Cities: Community Engagement and Third Mission in the University of Catania
Overcoming Cultural Resistance to City-Regionalism: what Role for Universities?
Life Sciences and Health in South West Wales: A Sub-Regional Innovation Ecosystem
Part 4:
INCLUSIVITY AND LIFELONG LEARNING
Professor Michael Osborne
University of Glasgow

An Introduction to Inclusivity and Lifelong Learning
Lynette Jordan
University of Glasgow

Glasgow as a Learning City: The Legacy of the Commonwealth Games
Kathryn Penaluna, Kathryn David, and Caroline Usei
University of Wales Trinity Saint David
Embedding Entrepreneurial Skills Development in Teacher Education
Anthony Hughes
U3A

The University of the Third Age in Swansea and Beyond
Part Five:  WORKING IN PARTNERSHIP
“Addressing the concept of ‘wicked issues’ takes a wider view of the causes of inequality, poverty and social interaction, and how they interact with one another in complex systems. Partnerships of different agencies can bring together the organisational knowledge and know-how to create a different narrative for learning cities”
Building Enterprising Learning Cities: The PASCAL International Exchanges (PIE) Experience
Adam Curtis  Hoowla, Swansea
David Kelly  Storm Consultancy, Bath
How to Grow a Digital Cluster in a City Region
Judith James and Jean Preece

An Emergent Entrepreneurial Learning City Region: a Case Study of Swansea
PROSPECTS

GLOBAL GOALS, LOCAL ACTIONS:
TOWARDS LIFELONG LEARNING FOR ALL IN 2030
Professor Arne Carlsen

Prospects for Developing Entrepreneurial Learning Cities
Thank-you
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