

# Public(s) Engagement to promote the diversity of female entrepreneurs

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# Public(s)

- Entrepreneurs/self-employed (social entrepreneurs)
- Agencies (Governmental, NGOs) – social enterprises interested in female entrepreneurship
- Museums
- Schools/colleges
- Prisons
- MPs/Policy makers
- Local, national and international



# Why is it important for Researchers to engage with a wider audience?

UK universities are increasingly focusing on public engagement to develop partnerships and collaboration

- Most Universities have a department to help/guide researchers with their engagement activities
- Academic conferences/Seminars on public engagement
- It is increasingly becoming a requirement for lectureship jobs
- Becoming an important part for funding applications
- May lead to having an impact case

# Different Methods of Engagement

- Media/social media
  - Websites
  - Presentations
  - Festivals
- 
- Exhibitions/Museums
- 
- Consultation

# Opportunities

- There is usually engagement and impact fund opportunities including those provided by the universities
  - Learn from the wider community
  - Open-up opportunities for new approaches/research ideas
  - Enhance the learning experience of the students
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- At the same time, the wider community also benefit from exchanging ideas and carrying out activities with researchers and students.

# Process

- Audience, purpose, ***accessibility***...
- Long-term relationship built on trust and sharing
- It is evolutionary
- Open/flexible/adaptable

# Challenges

- Support differ from one institution to the other
- Publish or perish culture
- Time constrains (for all parties)
- Budget constrains – how to budget initial projects is also hard
- Dealing with external parties
- Emotional impact /close long-term relationship
- Change of circumstances of external partners

# That is why..

- Collaboration
- Cooperation
- Joint projects

# Cast study – Exhibition at the British Academy Summer Showcase

## Brief Background

- BA Funding to collect oral history accounts from female entrepreneurs in Yorkshire (North of UK)
- To document women's entrepreneurial experience
- With view to make the stories available to the wider public by depositing them into public archive - potential for engagement activities

# Engagement Event

- British Academy Summer Showcase
- Over 2 days and half
- 1900 visitors
  - VIP visitors (press, politicians, BA Fellows,..)
  - Family visitors
  - Different age groups – including school children



# Aim of the exhibition

Challenge the assumption that there is;

- A typical successful entrepreneur
- The Entrepreneurial journey is linear - grow like a tree
- The entrepreneurs are responsible for their own successes and failures

So focused on 3 themes;

- **Diversity** of female entrepreneurs
- **Complexity** of the entrepreneurial journey (including gendered obstacles)
- Influence of the environment on the entrepreneur (in this case it was the positive **influence of "Yorkshire"** heritage/reputation on entrepreneurial experience).

# Before the Exhibition

- Created 3 I-movies – each around 6 mns long
- Each movie illustrated one theme using snippets from different interviews

# Before the Exhibition

- Designed 3 panels to represent the 3 different themes;  
Diversity, Yorkshire heritage and complexity
- Each panel included a brief note on the relevant theme together with a quote from one of my project's interviewees to illustrate the relevant theme.

# During the exhibition

- The panels and the relevant movie were mounted on a listening post

# During the exhibition



# Before the exhibition

- We took the interviews to the community.
- We asked school children and teenagers to first listen to snippets from the interviews and then to make a drawing representing how they perceived the female entrepreneur.
- We then turned these drawings into fabric designs and printed the fabric.
- **During the exhibition** we used the fabric to make badges and gave the badges as giveaways to the guests.











# Female entrepreneurs

20-22 June 2019

The British Academy  
Summer Showcase

Empowerment, inspiration, diversity  
Following the inspiring stories of female  
entrepreneurs from Yorkshire, this exhibition  
takes you on a journey that will challenge  
your perspective on business success.

Dr Hannah Dean  
University of St Andrews

## What does female entrepreneurship mean to you?

Please leave us a sketch or note

#FemaleEntrepreneur  
#BA\_summershowcase



To share your thoughts and to discover more about female entrepreneurs, please visit:

[www.female-entrepreneur.wp.st-andrews.ac.uk](http://www.female-entrepreneur.wp.st-andrews.ac.uk)

Flyer for visitor participation

British Academy summer showcase  
double sided, A5, 300 gsm

# Short-term Outcome

- Raised awareness about;
  - the diversity of female entrepreneurs, their contribution to the society in large (not just in terms of economic growth),
  - the contribution of Yorkshire in general and its potential positive impact,
  - The complexity of the entrepreneurial journey including persistent gendered barriers.
- Potential collaborations - i.e. Been approached to organise the same exhibition at future festivals in Yorkshire as well as in Scotland
- Opportunity to develop similar exhibitions in different countries i.e. Senegal
- Growing confidence
  - previous entrepreneurs reflecting on their journey
  - school children/teenagers
    - Did not know what does it mean to be an entrepreneur
    - Never really thought of setting up a business as a career option for them
    - confidence growing was reflected in the messages they left us

# After the exhibition – what is next?

Ideas to be discussed in the workshop

- 1) If you have printed fabrics to use in engagement activities to promote the diversity of FEs. What would you do with the fabric?
- 2) Come with a different example of an engagement activity
  - In what way this activity will advance the promotion of the diversity of FEs
  - Identify the audience(s) for this activity
  - Where the activity will take place
  - More details about running the activity

# Questions