



Oulu2026
Euroopan kulttuuri-
pääkaupunki

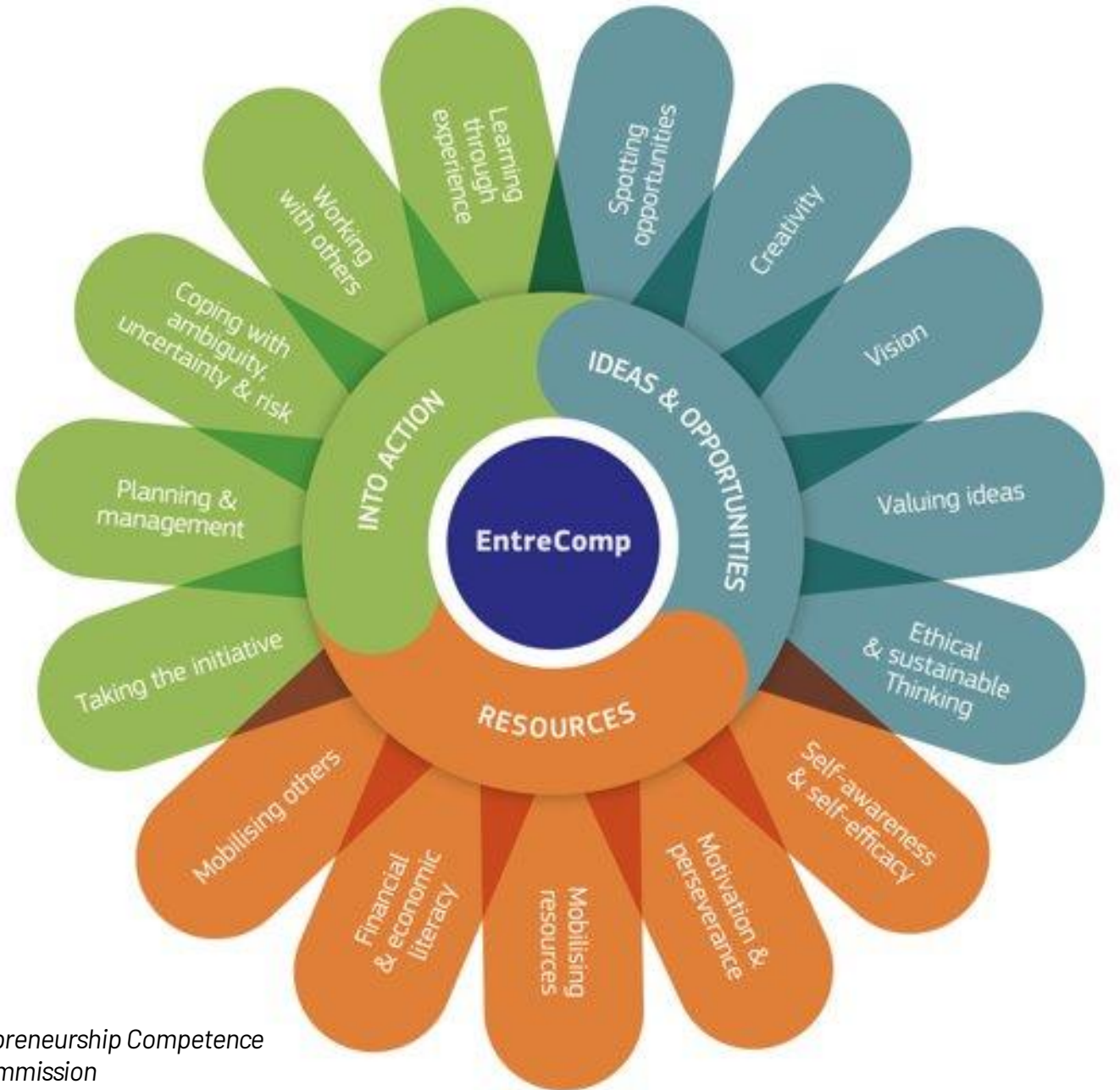


Combining STEAM and Entrepreneurship Education



OULU

Entrepreneurship is about skills, competences, mindset & attitudes which can be used in all professions.



The best way to learn entrepreneurial skills is to build a product and try to sell it.

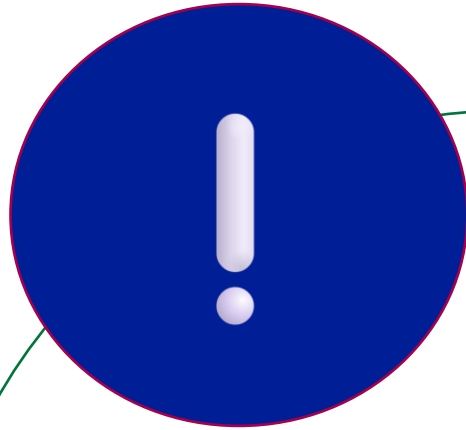
Collaboration with companies and organizations gives real world connection to education.



BUILD MEASURE LEARN

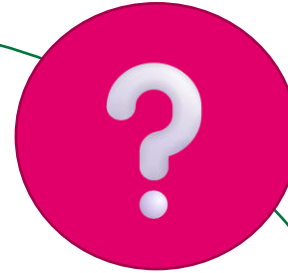
LEARN

Use the analysis to build a new hypothesis/further develop your product.



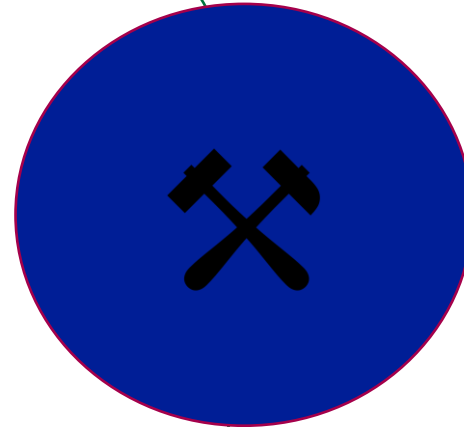
HYPOTHESIS

Make assumptions. What potential problems do customers have?



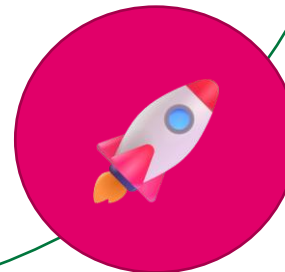
BUILD

The first version doesn't need to be perfect. More important is receiving feedback.



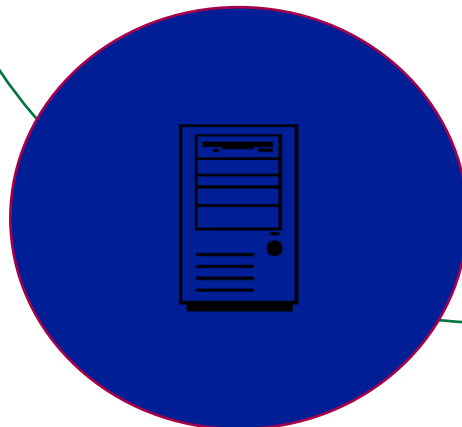
TEST

Try out your prototype with customers and collect feedback.



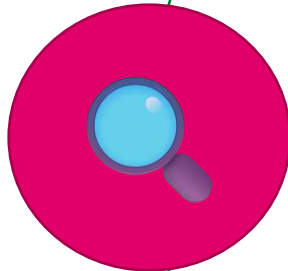
MEASURE

Gather feedback from your customers.



ANALYSE

Analyse the information which you have gathered.





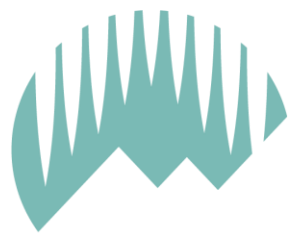
Oulu2026
Euroopan kulttuuri-
pääkaupunki



Innovation Camps



OULU



AURORA

ENTREPRENEURIALIS

The project developed sustainable entrepreneurship education, cross-border collaboration and entrepreneurial culture in upper secondary schools in Northern Finland and Northern Sweden.



Photo: Laura Vendelin

Un/Sustainable Fashion

- Students upcycled and created new fashion clothes or items from used clothes and old fabrics
- We collaborated with the local recycling center and second hand store
- The end solutions were presented in a fashion show format
- The end solutions were placed on display at the second hand store after the event.





Un/Sustainable Tourism

- Students learned about the local tourism industry through company visits
- Challenge: Create a sustainable tourism experience that is attractive for local people.
- Students had to create the experience through role play – imagining that the other participants are real tourist customers

Photo: Laura Vendelin

STEAM Into Entrepreneurship

- We used the STEAM process model and the Fab Lab machines and tools
- Students could choose challenges from the Toolcamp 2025 list of different challenges
- During the “Background” –phase, students gathered information by study visits to companies and different departments at the University of Oulu
- Sustainability was one criteria of evaluating the end solution



Photo: Kati Ilkka



Oulu2026
Euroopan kulttuuri-
pääkaupunki



**Create a new STEAM
learning experience**



OULU

GROUP TASK: Design a new STEAM learning experience.

REQUIREMENTS:

1. Choose a target group
2. Choose a theme
3. Design a challenge for the participants to solve
4. How do you use the STEAM process?
5. Choose at least one organization outside of the school to collaborate with. Describe how.
6. How do you evaluate the end solutions?



Oulu2026
Euroopan kulttuuri-
pääkaupunki



Questions?



OULU