

21st COEUR
Idea Generation Workshop



7th - 12th September 2025



Hosted by The Robert Gordon University, Aberdeen, Scotland, UK



At The Burn, Edzell – Scotland, 'Your Home from Home in the Highlands' (see [The Burn – Holiday accommodation and academic retreat in the Scottish highlands.](#))

The Aberdeen Business School is delighted to welcome you to the 21st COEUR Idea Generation Workshop.

Your workshop host team consists of the following members:

Andrew Turnbull
Hayley Ibbotson
Tracy Pirie

On behalf of all the team members we hope that you have a great experience and if there are any enquiries, please do not hesitate to ask!

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Dear Friends,

It is our pleasure, here at the Aberdeen Business School (ABS) at the Robert Gordon University (the Times Higher Education (THE) Awards UK Business School of the year 2020) to be hosting the upcoming 21st edition of the COEUR Idea Generation Workshop, the fourth time this has been hosted here in Scotland. It is our hope that we can deliver an inspiring and exciting event for you that will be the equal of any of those held previously.

For this year's COEUR - Idea Generation Workshop we have a theme that is built around the key strengths of old Scottish industries including such as tourism (castles), food and drink (whisky) and fashion (Scottish textiles):

"Digital-preneurs in Scotland – bringing the old into the new"

The hope of adopting this focus is to challenge students to develop ideas which will aim to make these important Scottish industries sustainable in a digital future. How do these industries embrace the digital age to enhance and complement their current competitive strengths?

The developed programme is focused on visits, talks and group sessions which look to provide students with the skills and knowledge necessary to assist them in developing their creative and sustainable ideas.

Digital-preneurs – A Short Introduction

The importance of the digital economy, and its requirement to be cutting edge cannot be underestimated; in a recent meeting of the European Council, a dedicated theme was the digital economy, with a key focus on the need for digital innovation to enhance growth, competitiveness and job creation across the board. Indeed, in the Entrepreneurship 2020 plan, one of the pillars for their overall vision was to create a digital entrepreneurial culture, linking directly into the focus of the theme for this year's COEUR workshop. Furthermore, they aim to attract, develop and retain digital entrepreneurial skills – individuals like you who are growing, learning and working in a digital age.



HOST UNIVERSITY

ABS is part of the Robert Gordon University based in the city of Aberdeen in the Northeast of Scotland. It is accredited by [AACSB International \(AACSB\)](#), an accolade achieved by only 5% of global Business Schools.

The university has a history which can be traced back to the 1600s when its future benefactor Robert Gordon was born. In 1992, the Robert Gordon's Institute of Technology (as it was then known) was awarded university status. The university campus, which has grown enormously over the years, is now on the beautiful banks of the River Dee, including:

- Gray's School of Art; The Scott Sutherland School of Architecture & Built Environment; School of Health; School of Pharmacy, Applied Sciences & Public Health; School of Computing, Engineering & Technology; School of Law & Soc Sciences (and ABS!)
- RGU: Sport and,
- The Sir Ian Wood building which boasts state-of-the-art facilities and an impressive library.

RGU delivers a high-quality vocational education and relevant curriculum which provides learners from across the globe with the skills they require to thrive throughout their careers.

Over the last decade RGU has consistently had one of the best records of any UK university for graduate employment. It celebrates a high-quality student experience and is currently ranked 2nd in Scotland and top 10 in the UK for student satisfaction (THE's positivity measure, NSS 2023).

RGU has a vision which aspires for it to be recognised as a distinctive university leading and shaping the debate on the future of higher education. It is known for the impact of its teaching, scholarship and research, its influence in the region and nation, and its strong inter-disciplinary focus on issues of concern to the local and global community.

As a founder institution of COEUR, RGU is committed to programmes of education which focus on helping students to develop their knowledge of and capacity for working in a creative and entrepreneurial manner. ABS is clear that entrepreneurship is a creative process which harnesses and harvests the individual's skills, abilities and energies in a business context.



Location of Workshop

Edzell, Angus: This year we are taking you to the beautiful Scottish holiday and study retreat, 'The Burn' for the main location of the workshop, which is situated just outside the picturesque rural village of Edzell in Angus. Edzell (<http://www.visitscotland.com/info/towns-villages/edzell-p241451>).

Edzell was established in the early 1800s and is widely known as the jewel in the crown of the county of Angus. The centre is located approximately 45 minutes' drive south of the university. The village itself boasts a range of 19th century buildings along with a variety of shops including a post office, a pub and quaint teashops. The village also has a beautiful red sandstone Castle, a short distance up Glen Lethnot in a delightful, scenic setting.

There are many attractive riverside walks which students are actively encouraged to take the opportunity to explore – but remember to take your camera and watch out for deer, red squirrels and the leaping salmon beside the Rocks of Solitude, which are only a short distance from the Burn House.



The Burn (the Scottish word for 'stream', with one flowing through the grounds) was built in 1791. It was gifted to the Goodenough College in 1948, who provide accommodation for a range of students from worldwide destinations. This is a place steeped in history, which shall be explained in detail on arrival. See the surrounding area via <https://www.youtube.com/watch?v=uSFj7TCgzUI&t=2s>

The accommodation, which is in the main house for students and tutors has a capacity of 60 residents. Students will be sharing in rooms of two, three and four beds.



Programme Details

Programme Fee: Student GBP500/Tutors GBP600. This amount includes all travel from/to the Burn House after the first session of the workshop on Sunday at RGU, as well as all subsequent travel during the week for visits. Full board and lodging are also covered by the cost, as well as cultural visits, activities and excursions. These will be both a source of inspiration and an opportunity to experience a small sample of what Scotland has to offer.

Workshop Numbers/Payments: It is anticipated that each institution might bring with them up to 5 participants, thus ensuring a good level of both discipline and cultural diversity in the groups for the week. We expect in the region of 30 students in total. All participants will be expected to pay a deposit to secure their place on this programme of GBP100, which should be paid directly to RGU no later than July 31st. The final payment must be transferred to the university no later than September 1st.

Notes on Scotland: Students must be prepared for an intensive programme. You will often be working from early in the morning until late at night. Whilst temperatures will average around 17°C, this can drop significantly at times, and the climate can be '*dreich*' (the Scottish word for dull, overcast, wet weather) therefore visitors are advised to ensure that they bring appropriate warm/weatherproof clothing in case it is required. The Burn house, however, has many outside activities, such as local walks, tennis courts, 5 a side football, croquet and a garden labyrinth, therefore you may want to enjoy these activities in the free time you have. In addition, an indoor games room offers snooker, pool, table tennis and darts.

Arrival and Departure: All students and tutors will be meeting at the Robert Gordon University, Sir Ian Wood Building at 12 midday on Sunday 7th September 2025 for an introduction to the programme, team selection and a range of 'ice breaker' activities. It is then intended that around 3pm a bus transfer will be made to the Burn House in Edzell. The programme finishes on the evening of Thursday 11th when an awards ceremony/farewell party will be held. A bus transfer has then been arranged to take everyone back to Aberdeen, leaving the Burn House at 10am on Friday 12th.

All that remains now is for our team to say how much we all look forward to meeting you and working on this exciting adventure with you all.

For further information please do not hesitate to contact me, Andrew Turnbull on a.turnbull@rgu.ac.uk, I will be happy to answer questions.