

## **Guest Editor:**



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## **Editorial:**

### **Entrepreneurship mindset in design**

**My previous contribution to Journal of Design for All (ISSN:2582-8304), as a guest Editor was for the April Edition in 2020, Volume 15 No-4. At the time, the world was transitioning under the threat of COVID19 Pandemic, which surprised planet Earth and transformed our lives as we know it. The Planet is still facing uncertainties, however, we survived, and we thrived. Each country dealt with these uncertainties differently. In Europe, entrepreneurship spirit and mindset became especially valuable during this time to save the Planet and humanity by stimulating the economy through socio-economic and technological innovations led by business strategies and government policies. I have witnessed this entrepreneurship mindset fever firsthand when I volunteered for the EUvsVirus Hackathon, and Matchathon initiated by the European Innovation Council (EIC) and later, co-initiated and co-organized the EUvsVirus Launchathon. I was, thereafter, employed as the EUvsVirus community manager for 128 start-up teams from different cultural and disciplinary backgrounds. The common language that united this diversity was the entrepreneurship mindset. In three days, the Hackathon combined 40 countries and 37 languages, where 2,160 solutions were innovated in: Business, finance, socio-politics, education, and health, leading with the mission 'save jobs, save lives.'**

**Similar to the European Union (EU) policies after the 2008 economic crisis in Europe, the EU was able to partly implement during the EUvsVirus its 2020 strategy of smart growth to reap the value of entrepreneurship culture. This value aimed to stimulate the economy in Europe during the COVID19 threat based on 'the healthy flow of innovation' (Duma 2014). According to the**

researcher Florin Duma, “[a]s stated in the *European Charter for Small and Medium-Sized Enterprises* small enterprises are the backbone of the European economy and they must be considered a main driver for innovation, employment as well as social and local integration in Europe” (Duma, 2014, 67). The EUvsVirus initiative temporarily freed entrepreneurship from its economic, cultural, and disciplinary constraints to develop an innovation mindset driven by multi-cultural and multi-disciplinary socio-economic and political values. Entrepreneurship was no longer a choice but a survival necessity to stimulate the economy and save humanity where the fever of innovation for survival was contagious. The energy of entrepreneurship innovation and risk-taking witnessed during the EUvsVirus initiative, was similar to that of the design process – combining scientific data and research, with risk-taking to innovate socio-economic solutions for the greater good of the community.

### **Designing entrepreneurship**

Drawing onto my international experience, a colleague brought to my attention the opportunity to approach the definition of entrepreneurship in this Editorial from a multi-cultural and tri-linguistic perspectives in: English, French and Arabic. Linguistically and culturally the term entrepreneurship has different meanings, associated with its socio-economic and political values relevant to a specific culture and/or discipline. The exploration of entrepreneurship mindset from a design and a multi-cultural perspective offers the opportunity to free entrepreneurship from its traditional cultural and disciplinary constraints. This is specifically crucial in these times of uncertainties where entrepreneurship mindset could be the driver and the platform for innovation, to encourage a healthy balance between ecological and economic impacts. The term mindset

refers to our perception and our belief system, which reflect our values in an environment. These values influence how we define ourselves based on our actions. Through the common values, of innovation, risk-taking, challenging existing ideas, critical thinking, and autonomy both design and entrepreneurship mindsets are closely aligned and contribute to the growing economies. The main point of difference between entrepreneurship mindset and design in many cases is financial profit, which distinguishes the purpose of entrepreneurship from the design mindset.

Based on the exploration of entrepreneurship mindset in design I am opening the research scope to four authors from France, Australia, and China. Each author was invited to contribute to this Editorial based on their diverse cultural and disciplinary backgrounds, in academia and in design practice. The Editorial commences with the cover image, which was captured by the author at the Longjing Tea Plantations in Hangzhou, China. The image symbolizes the significance of cultural context and entrepreneurship impact, where ideas grow from seeds to fields, and they become the icons that represent the cultural landscapes and national identities. From a cultural context, at the first glance the landscape looks like a European village, once the reader is aware of the image's location and purpose, the perspective shifts and so does the relevance of the entrepreneurship idea and mindset.

## **Editorial overview**

This Editorial offers an overview of the different factors that are currently influencing entrepreneurship mindset in France, Melbourne and China, such as: Technology, global policies, systems, cultures, economic, and education. Following the

**Editorial Note is an article by Christian Guellerin titled *Education, GPT Chat and other diableries, or the upside-down daisi*. This article offers provocative thoughts on Chat GPT's implications on conditioning our mindset and raises ethical questions on the future relevance of design innovation and education. Followed by Dr Ingo Kunic's article titled *Design and Public Entrepreneurialism* explores entrepreneurship and design as catalysts for systems' change and their significance in city diplomacy and in reconciling social innovation and new economies that prioritize human and planetary health. Professor Blair Kuys' article: *Understanding entrepreneurial capability in Industrial Design education* explores the real-world impact and relevance that entrepreneurial capabilities in industrial design education play to reinforce 21<sup>st</sup> century competences, specifically in STEM, STEAM and STEAMED. The Editorial will close with a paper by Dr. Claire Chenxi Qi & et. al. titled: *East Sea Frontier: An intermedia Design for the Grand Town Changguo Wei in East China*, which demonstrates the integration of an intermedia design entrepreneurship project in historical heritage and cultural tourism in the Zhejiang province, East China. Each article offers a new perspective on entrepreneurship mindset in design and the difference that it is already making globally and locally.**

### **The cultural evolution of entrepreneurship mindset**

**From a tri-lingual and a multi-cultural perspective, the term entrepreneurship has evolved historically. In his paper, Professor Derek Balfour Lidow from Princeton University mentions that there is evidence of entrepreneurial behavior that dates to the prehistoric human (2022). This inbuilt mindset and behavior remains part of our natural traits to innovate for survival and to thrive, and it has evolved to adapt to the growth of the liberal economy, especially during the Industrial Revolution. The French**

researcher in entrepreneurship, Professor Michel Marchesnay, mentions that in France industrial entrepreneurs started to appear at the beginning of the 1800's (2008). Marchesnay writes: "Entrepreneurship has long and somewhat routinely been identified as a key element of capitalism (see e.g. Wadhvani 2012), and this high-on ritual valorization of the concept has positioned it as a moral good in society (Bryant 2009; Clarke and Holt 2009, 2010)" (2018). This strong link between entrepreneurship 'moral good' and capitalism flourished during the Industrial Revolution. The new era, gave rise to the new generation of artisan looking at developing their profits through the machine technology and the new generation of agricultural businesses. This brought on a new form of capitalism for economic growth based on the valorization of entrepreneurship endeavors. Currently, in the age of the Digital Revolution, what is a relevant definition of entrepreneurship that defines our current era and in a local and a global context? Especially where there is the urgent need to find a balance between sustainability and financial profit. A relevant definition of entrepreneurship mindset is found by exploring its significance to the design process and outcome and its relevance to the growing economy based on multi-cultural contexts. This exploration offers a balance between socio-economic responsibility, ecological benefits, and financial gain to the planetary systems.

### **Tri-lingual mindset of Entrepreneurship**

In French, the word, *entreprendre* means to undertake, 'to start doing or actioning' (Balfour, 2022). According to Lidow "The meaning of "entrepreneur" has been debated by western economists since it was coined by Richard Cantillon (1680–1734) in his pioneering description of economic forces, *Essai sur la Nature du Commerce en Général*, published in 1755. Cantillon

described an entrepreneur as “...someone who engages in exchange at their own risk for their own profit, distinct from landowners and commoners” (2022, 458). In the French context entrepreneurship definition carries a cultural, and a socio-political weight that constitutes a social hierarchy, to take the risk to become a business owner and step up in social, financial, and cultural status by running a profitable business for the ‘moral good’. While in Arabic the translation of the word entrepreneurs is ‘*Roowaad*’, which means pioneers. This description echoes the entrepreneurship values in being the first to introduce new frontiers of innovation into the market. In the English context, entrepreneurship is “[s]kills in starting new businesses, especially when this involves seeing new opportunities” (Dictionary, 2023). While the French and the Arabic definitions explore entrepreneurship from a socio-economic, combining new business ventures with personal achievement and social status, in addition to the political and community responsibility, the English definition regards the term from a profit and a business endeavor.

The value of entrepreneurship mindset in education was taken into consideration by the Finnish Ministry of Education who applied this mindset in primary school to encourage responsible citizenship (Maija et al., 2012). Based on entrepreneurship mindset teachers tested students on their responsibility to perform school and/or academic tasks, that require an individual to be actively responsible in: Managing their own affairs, risk-taking and have positive social skills. Education researchers Maija Korhonen, et al. Write: “[e]ntrepreneurship is seen either to increase competitiveness and innovativeness among citizens (thereby contributing to economic well-being and economic growth) and to help individuals to develop the personal capacities needed to cope with risks and uncertainty, or to have positive



effects on community development and social well-being" (2012, p. 3). Similar to the French context this entrepreneurship energy of innovation was witnessed during the EUvsVirus initiatives where the European Commission employed the entrepreneurship mindset to direct innovation to save the European culture and economy. According to Maija et al, entrepreneurship education is not only associated with economic goals but also, with community activism and to practice socio-economic democratic values in an open society (2012). In this sense entrepreneurship is more than just a service or a product it is about people's behavior and shaping humanity (Egan-Wyer et al, 2018).

The cultural values of the French definition to 'take action', combined with the Arabic meaning of pioneering and the English definition of developing a profitable business venture in addition to the integration of entrepreneurship mindset into early education systems liberates this term, culturally, socially and economically. According to Marchesnay in France entrepreneurship "[m]ore than adventitious disciplines, the human and social sciences, as well as political morals, are at the heart of understanding the entrepreneurial phenomenon" (2008, p.80). In this context, the definition of entrepreneurship mindset is explored through its process and purpose in identifying opportunities for new products and services that creates equal value for the community and for a sustained financial growth. This reinforces the three categories of entrepreneurship, which are: financial gain, the innovation of new ideas, and risk-taking.

## **Entrepreneurship in design**

Entrepreneurship mindset in design is combining successful design idea with a successful business strategy for the 'moral good' of the community and for a sustained economic growth.

**From the first idea the designer and the entrepreneur are building their process on a potential; they both take risks (*entreprendre*) and action to experiment and transform ideas that make a difference in people's lives. However, the main point of difference in the mindset between a designer and an entrepreneur is the validation of the idea by transforming it into a profitable business, based on market needs. Applying these differences, to encourage entrepreneurship mindset in design, will achieve a balance in the purpose of innovation, which is a balance between an innovative idea and economic viability and validity. This entrepreneurship mindset is the heart of the design education, especially the process of validating an idea, designers and entrepreneurs share similar criteria, which involves: Taking risks, challenging existing ideas, critical thinking, autonomy, breaking new grounds, and ceasing an opportunity to introduce a new service or product (Duma, 2008, 67). Combining the French socio-economic context into entrepreneurship mindset in design, creates community and socio-economic responsibility and relevance to develop a market need, and to pioneer and to 'take action' towards a viable business for the 'moral good'**

### **The idea is the story: From seed to solution**

**Every entrepreneurship venture starts with a story and an idea that this product will make a difference in people's lives and or in own. We are seduced by the happy ending of the story, and we start the storytelling by: 'One day, they had an idea, then their business grew and now they are a business empire ... and it all started with an idea'. We are seduced by the idea that a success story can happen to anyone. Both designers and entrepreneurs, start with an idea, the seed of innovation that commences the process and the purpose is the destination that shifts and changes along the way, based on its intensity. Growing this idea only on**

**financial merits, is only half of the story, the other half is the positive impact it will create in the world and in our lives. Entrepreneurship mindset is exactly this balance between 'moral good' and financial growth; it is using innovation to improve people's lives for the greater good while stimulating a healthy flow of community relevance and economic growth. This is exactly the essence of the values of design practice and pedagogy.**

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