

Editorial

A warm welcome to new staff members Dr Zedias Mutema and Dr Ganess Dirpal, you can read about their expertise on pg 10.

This edition has been put together by Andrea Perilli from Italy who is working with us through the ERASMUS Traineeship scheme <https://erasmusintern.org/>. This scheme is just one of the many ways that being in the EU benefits teaching, research and students in the UK. The university and student side of the debate is little heard in the main media, but there is overwhelming support for staying in from Vice Chancellors through the Universities UK organisation <http://www.universitiesforeurope.com/> and the National Union of Students. The last day to register to vote is April 18th see <http://www.nus.org.uk/en/take-action/welfare-and-student-rights/register-to-vote/>

On social media there is a huge amount of academic and student groups campaigning, this list on twitter records 115 such groups so find a group local to you or linked to your area of work and get involved <https://twitter.com/Scientists4EU/lists/pro-eu-campaigns>

Thanks to Andrea for putting this together.
Prof Jon Fairburn

Remember we have a twitter account for all business news @BusinessStaffs and for all tourism news @tourismsu

To subscribe or unsubscribe to this newsletter please email jon.fairburn@staffs.ac.uk.

Back issues can be found at <http://www.staffs.ac.uk/enterprisingtimes>.

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Middleport pottery for Chinese visitors

Provision of tourism attraction material in foreign languages is one way of attracting international visitors and the largest group of international travellers in the world are the Chinese middle classes. Staffordshire University often acts as host to Chinese visitors in the region due to the links we have with universities in China we also host to many Chinese students every year who come here to study.

Working with Middleport Pottery a group of students have provided a range of visitor material in paper and digital format including audio which can be listened to by mobile phone as visitors tour the site.

The project team is composed of Vincent Law (BA Bus. Man. Fast Track), Charlotte Rabey (BA Events Man. Fast Track) and Frances Hunt (BA Bus. Man. Fast Track). They have been working with Prof Jon Fairburn and Dr



Charlotte Rabey, Vincent Law, John Lowther and Frances Hunt



Prof Jon Fairburn and Vincent Law interviewed by the BBC

Junie Tong to support Middleport Pottery in producing tourism materials in a range of print and audio formats.

As well as the general guide and plan of the site being available in simplified Chinese, a number of audio files have been created in Cantonese, Mandarin and English.

You can access these at the Staffordshire University

Professoriate blog

<http://blogs.staffs.ac.uk/staffsprofessoriate/2016/03/24/middleport-pottery>

From our Alumni – Charnelle Merritt

“Since graduating from Staffordshire University in 2014 with a BA (Hons) Tourism Management I have leapt into a varied amount of roles; my first graduate job was working at Keele Students Union in their Entertainments department, planning and managing all of their evening entertainment. I regularly booked live artists such as chart toppers Sigma and Fuse ODG and held host to external events with international superstar Snoop Dogg and The Wombats. I worked closely with their marketing department planning promotional releases, helping my themes and concepts come to life on marketing material, to help promote events to students. I also engaged heavily with Keele students to gain the right feedback to book the right acts for them.



While working at Keele University I also volunteered for Oxjam as the Takeover Manager for Stafford, in which, a group of 20+ Tourism and Events students helped plan, organise, fundraise and manage a Live Music Festival showcasing local musicians in Stafford on Saturday 24th October 2015. We managed to raise £1,500 for this charity. Throughout the summer of 2015 I also volunteered at T in The Park and V Fest as a steward to help make some industry contacts which was relevant to these roles.

Recently, I have started a new job with Bentley Motors as a Motorshow Coordinator, where I will be planning their International Motorshows. This role includes working with external creative agencies to help bring to life our key messages and also extra physical (sometimes technical) displays on their stands at these shows. Working with regional and international teams within Bentley and VW we bring together confirmed dates, deadlines and future ideas. I also organise meetings with executives and board members for Bentley and VW, who make the decisions on concept designs for our stands and agree specific launch cars to be displayed at each Motorshow.

Managing accommodation and travel for staff who attend these motorshows is also a part of my new job which, excitingly, will include me! The next show in February was held in Geneva Switzerland, after this, it will be April in Beijing, China. I would encourage all students who are still currently studying Events/Tourism Management to get a basic knowledge in social media, marketing and sales to help build their CV and also as much experience as possible in live events from the organising to the running or post event evaluation! I am thoroughly enjoying the start of my graduate career and hope to continue to strive for the best. Wishing all of you the very best success on your course and careers!”

For more info on tourism and events awards visit:

http://www.staffs.ac.uk/undergraduate/subjects/events_and_tourism_management/index.jsp

Bakewell Food Festival 30th April and 1st May

This year’s food festival, in the pretty market town of Bakewell, is set to be a bonanza of fresh produce, scrumptious dishes and drinks to get you in the mood for summer. Over 60 stalls will be popping up to fill the charming streets of this historic, riverside town, with the focus being on local businesses and showcasing the best of Derbyshire food and drink.

For more info visit: <http://foodfestivalfinder.co.uk/events/bakewell-food-festival>

MBA International - Prague Residential. A student's perspective By Nicola Sanders

On behalf of the current MBA student cohort partaking in the international consultancy in action module, I would like to thank the organising team for preparing and delivering a diverse and exciting residential experience in Prague, Czech Republic.

The residential has been a part of the MBA program since 1997 and the relationships Staffordshire University have maintained during this time allowed us to gain access to senior management who were more than happy to deliver course related presentations and answer a variety of significant questions. Whilst visiting Aero Vodochody, the largest aerospace manufacturer in the Czech Republic, Director of Defence and MRO, Mr Miloslaw Hostasa, was able to offer us a true insight into the company's global competitors and their current business strategy. For me, the opportunity to connect with senior management was very helpful because it gave me a new sense of confidence to actively contribute and communicate amongst professionals within a formal environment.



We spent a total of 6 days in Prague and visited a variety of enterprises both multi-national and small-medium. All of the visits involved site tours during which time we were able to get an up close view of the company's processes and production. At PULS Power Supplies, we were able to view their research and development in progress and witness the company's human resource management structure.



I found this experience very beneficial in linking to the theoretical knowledge I have gained on campus and I was positively surprised at the quality of all the tours we participated in and the in-depth company knowledge we received. For the duration of the trip we were expected to work together in groups to gather company information that was to be summarised and relayed into worksheets. I found this to be a great learning experience because much like a real-life, group task



situation, work was to be completed without the guidance or supervision of management (lecturers). On the first night the worksheet took us over three hours to complete as opposed to under one hour at the end of the week. During the week we were able to improve our efficiency by managing our time, dividing workloads and ensuring concise communication. Ultimately, we became a positive performing team with a clearer idea of group work demands which has in turn better prepared us for future work-life situations.



Overall, the residential trip was a fantastic opportunity to learn first-hand about business management on an international level from a diverse range of organisations whilst experiencing and exploring an exciting city steeped in history. Thanks MBA Team for an awesome week.

For more info on MBA course visit:
<http://www.staffs.ac.uk/course/SSTK-04392.jsp>



Business Students Hit the Road by Angela Lawrence

A clutch of 1st and 2nd year Business students from Staffordshire University took to the road in February on a study trip to the Morgan Motor Company in the beautiful spa town of Malvern. Morgan cars are famous for their unique blend of charisma, quality materials, craftsmanship and performance. The Company has been making its world famous sports cars for over 100 years and the



ethos has not changed; every car is hand made from start to finish. "We chose to visit Morgan Motors as it gives Business Management students an insight into how an iconic brand can be successful in an increasingly technological world" said Course Leader, Angela Lawrence. "Many businesses rely on technology to keep up to date with customer needs, but if you have a robust business strategy, a USP and a strong brand, quality products and good marketing, you can maintain a healthy business model."

The passion for the brand was clear as students toured the factory, watching the cars being carefully and precisely built by skilled craftsmen,

with a tour guide explaining all of the processes used in the making of a Morgan. The tour culminated in the Morgan museum where students browsed the exhibits taking photographs and reading about the history of the prestigious brand. Students were treated to a buffet lunch at Morgan before departing for a second venue for the afternoon.



A marketing workshop with Midas Touch Crafts was to follow, at a second venue in Wiltshire. Students gained hands on experience of developing a product, before learning about neurolinguistic programming and the tips and tricks of using power words, colours and phrasing to boost product marketing.



Third year students travelled to a more local but equally impressive manufacturing plant in March, visiting JCB's prestigious headquarters in Rocester, Staffordshire. JCB is one of the World's top three manufacturers of construction equipment.

The visit began with a tour of the "story of JCB" exhibition, giving a fascinating insight into the organisation's growth over 70 years from one man, Joseph Cyril Bamford designing and building an agricultural tipping trailer in a small shed, to the world class

manufacturer that JCB is today, employing 12,000 people on four continents. JCB is still very much a family owned company with Joseph Bamford's son Anthony Bamford as the current chairman. The second half of the visit was a factory tour along the assembly line of the world famous Backhoe Loader machine. Students saw the process of how the machine is built from the delivery of the sheet steel, profiling, laser cutting, welding, paint shop, assembly and finally the finished product. The factory tour provided a fascinating insight into logistics management, KPIs, team management, just-in-time manufacturing and other core business functions and practices.

Publication

Doctor Katerina Thomas:

I'd like to share good news with you that our paper "Regional Conditions and Innovation in Russia: The impact of Foreign Direct Investment and Absorptive Capacity" has been accepted for publication in *Regional Studies*, which is a 3* peer-reviewed journal.

Abstract:

Using the count of patent applications filed and new technologies developed (as two alternative innovation output metrics), this paper examines the impact of foreign direct investment (FDI) and absorptive capacity on regional innovation across Russia in 1997-2011.

After controlling for the effects of human capital, research and development (R&D) expenditures, R&D personnel, economic development and urbanisation, the study confirms a significantly positive effect of FDI on innovation.

Although the regions with a higher level of human capital have benefited from FDI-related spillovers more, human capital per se affected innovation adversely when absorptive capacity was added to the model.

A Royal Shindig by Brea Lane (student)

Final year Staffordshire University students studying a degree in Events Management needed to organise a special event for their final year and came up with a right Royal Shindig. Yet within 2 hours of the tickets being promoted all had sold.

The team of Charlotte Rabey, Brea Lane, Emma Gaunt, Natalie Kenyon and Ieshia Mustab decided on up the name 'A Royal Shindig' when they were planning the event to coincide with the 90th Birthday of HRH Queen Elizabeth II which takes place a few days later on the 21st of April. The event will be a pre celebration which will consist of afternoon tea and entertainment.

"Afternoon tea is so popular at the moment" explained Entertainment Coordinator Ieshia Mustab, "and who doesn't like tea, savouries and cakes!"



The team admitted that they did not expect to sell so many tickets quite so quickly "it felt a bit like a sell-out for Glastonbury" quipped Natalie. The event had been promoted through social media to the general public, friends, family and other students.

A Royal Shindig will be hosted at Middleport Pottery on Saturday 16th April 2016 from 12pm till 4pm. Middleport Pottery is one of Stoke-on-Trent's landmark visitor destinations and is home to the world famous Burleigh pottery.

The event is also aiming to raise funds for the Prince's Regeneration Trust, which will ensure that the restoration and regeneration of Middleport Pottery is sustainable and that the heritage of the pottery industry in Stoke-on-Trent continues.

The studying team agreed that "this is an exciting event to be a part of and the opportunity to be working with an exciting and local singer in a historic building is going to enhance the event further while helping to increase awareness about Stoke-on-Trent".

Serenading the afternoon tea-goers will be talented teenage singer and songwriter Rhiannon Hill from Bradwell, Stoke on Trent.

For further information contact: BREA LANE - Mobile: 07900943312 - Mail: royalshindig@outlook.com

For more info on tourism management events and degrees visit:

http://www.staffs.ac.uk/undergraduate/subjects/events_and_tourism_management/index.jsp

Alumni wins prestigious prize

Timothy Keiningham who is currently Chief Strategy and Client Officer at Rockbridge Associate in New York recently won the Robert Johnston Outstanding Paper Award (best paper) from the Journal of Service Management for the following paper -

Timothy L. Keiningham, Bruce Cooil, Edward C. Malthouse, Alexander Buoye, Lerzan Aksoy, Arne De Keyser, and Bart Larivière (2015), "Perceptions Are Relative: An Examination of the Relationship between Relative Satisfaction Metrics and Share of Wallet," Journal of Service Management. vol. 26, no. 1, 2-43.

Staff profile – Dr Zedias Mutema and Dr Ganess Dirpal

Zedias' primary research interests lie in broad areas of Comparative Human Resource Management and Employment Relations. He is particularly interested in African labour history and contemporary Sub-Saharan African Employment relations and trends in the domestication of ILO and other international conventions on employment in Sub-Saharan Africa. He recently completed his PhD in Human Resource Management & Industrial Relations in which he examined the relationship between trade unions and the state in Zimbabwe. He has analysed the experience of Trade union, Government, Employer Organisation and the International Labour Organisation representatives as key employment relations actors.

His future research interests lie in examining Collective bargaining/tripartite consultation systems and the role of social dialogue; Relationship between trade unions and political parties; The role of trade unions in productivity; The future of organized labour with an emphasis on Sub Saharan Africa; Trade unionism and larger questions of political economy; Neoliberalism and organisational restructuring; Leadership and management in emerging economies; and The management of change and conflict.

Before joining us, Zedias worked at the Open University and Harare Polytechnic in Zimbabwe in roles ranging from Lecturer, Senior lecturer and Deputy Head of department. In 2002, he moved to the UK as lecturer and Course leader for the BA (Hons) Business Studies Degree programme at South Essex College in Partnership with the University of Essex. In 2006, he left South Essex College to become a Senior Lecturer and Programme Development Team Leader (MSc in Management) at BPP University (then BPP College of Professional Studies) and contributed significantly in the application for degree awarding powers which saw BPP become the first private provider in the UK to gain Degree Awarding Powers from the Privy Council in 2008 and subsequent University status. He then returned to South Essex College in 2010 to take leadership of the BA Hons Business degree course. He is a Fellow of the Higher Education Academy (HEA).

Contact Zedias at Zedias.Mutema@staffs.ac.uk or on +44 (0)1782 294910

Ganess have a Master's degree in Human Resource & Knowledge Management from Lancaster University (2004) and a PhD from the University of West of England, supervised by Professors Steve Fleetwood and Andy Danford (Thesis title: Human resource management practices and performance link: Applying critical realist meta-theory). He holds an Investment Management Certificate from the UK Society of Investment Professionals and a Foundation Certificate from the Association of Chartered Certified Accountants. Ganess formed part of the team who won the 2013 Emerald African Management Research Fund Award (Highly commended certificate) for their research paper on management practices, and he is currently interested in the following areas of research: The HRM-Performance link; Critical Realism; Critical Management Studies; Marxist and Foucauldian theory; Labour Process theory; Philosophy of Science; Sociology of Knowledge; Consultancy and Identity; Management as Consultancy; Industrial Relations; Knowledge Management; and leadership.

Before joining academia, Ganess worked for a chartered accountant firm in Mauritius which allowed him to deal, communicate and negotiate with clients and senior managers of large organisations. He also worked on knowledge transfer projects including leading a team to negotiate training programmes for employers in the local area. Ganess has some experience in writing bids for consultancy as a consultant at the University of Mauritius, and has taught senior managers on Executive HRM programmes at the Mauritius Employers' Federation. Furthermore, he has been involved in commissioned programmes such as Training Highest Rank Officers of the Armed Forces in Mauritius, forming part of a team designing training manuals and delivered the training on leadership and management.

Contact Ganess at Ganess.Dirpal@staffs.ac.uk.

Rustling up a Pitch by Angela Lawrence

Two second year Business students from Staffordshire University spent the day at the Chartered Institute of Marketing (CIM) in Berkshire on March 3rd, pitching against 17 finalist teams of students from around the UK for a £3000 prize.



The Pitch competition, organised annually by the CIM, is a national competition open to all 2nd and 3rd year Business and Marketing students. On application, a brief is given and entrants have to develop a marketing plan in response. This year, the brief was for Rustlers and students Lynne Fryer and Sarah Bowyer put their heads together to come up with a unique creative response, centred around a Rustlers Roadshow using the hashtag #rustlemeup to generate social media buzz. Their marketing plan caught the attention of the judges and they were selected as finalists.

The next stage of the competition was for finalists to prepare a live Pitch presentation to be delivered to a judging panel comprising of Presidents, Vice Presidents and Marketing Directors of World class organisations IBM, LinkedIn, Aviva, SEGRO, Intel and MTJ Associates. Sarah and Lynne also learned that they were pitching against students from universities such as Warwick, Leeds, Cardiff, Hull and Lancaster. No pressure then ladies?

“Competitions such as these are a great opportunity for students to both apply the knowledge that they have gained from their studies and gain experience of the pressures of live presentations to an intimidating panel”, said Business Course Leader, Angela Lawrence. “On the day Sarah and Lynne pitched for their lives and were rewarded with outstanding verbal feedback from the judging panel with words such as polished, creative, well rehearsed, great ideas and quite simply “Wow”!



They networked with high-ranking industry contacts and students who are evidently the marketers of the future.”

Up against stiff competition the Staffs Uni team didn't make it t to the top 3, but the whole experience from development and submission of their marketing plan through to pitching live to such an influential

judging panel was one that they will remember and benefit from throughout their future careers. Asked would they do it again, Sarah and Lynne commented



“Being part of The Pitch was a fantastic experience from start to finish. We were given the chance to network and present our own work to industry experts at the CIM Head Office which is just amazing. We take so much away from the experience, and even though we didn't make the top 3 I really feel that it's the taking part that counts”

SMARTOUR Project

SMARTOUR aims to assist those working in the tourism industry to develop their knowledge and skills so they can progress in the industry.

The project will provide training in business operations, environment and culture with a view to improving sustainability of the organisation and of the tourism offer in the region. As such we hope to equip those working in the tourism industry with the skills to become a Sustainable Tourism Manager.

Project outputs: The project outputs include SMARTOUR course - Sustainable Tourism Manager Training Course and SMARTOUR GENIE online tool.

Our surveys are currently open please assist us by completing them on

<http://www.smartourproject.eu/surveys>



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<http://www.smartourproject.eu/>

<https://twitter.com/tourismsu>



Celebrating the success of our Troops to Teachers trainees

Pupils deserve outstanding teachers and here at Staffordshire University we pride ourselves on the support and guidance that we offer to our students to make this possible. Over the last two years Staffordshire University has been working on the national Troops to Teachers programme developing ex-service leavers into outstanding teachers.

The programme incorporates a bespoke training programme based in a school for four days a week. On the fifth day, the trainees attend university sessions which allows them to study for a degree at the same time as gaining QTS. This innovative fast track undergraduate teacher training programme has been funded by the Department for Education and brings a variety of different skills from ex-service leavers into the classroom.

“The journey has been a difficult one over the last two years. Balancing the role of a trainee teacher whilst also studying for your undergraduate degree” reflected one outstanding Primary trainee based in Birkenhead. In his first term he created after school clubs for infant children and built a bespoke ‘mini iron kids’ area. He also delivered a whole school assembly on what make children happy – bringing in his own dog who had recently had puppies. “Developing my understanding of learning and how children learn has been really interesting and being able to try out new ideas in the classroom with the



support of my mentor has been really beneficial”.

Now the journey is over all trainees are celebrating their successes at their graduation at Brighton Dome. The graduating cohort met up to celebrate and share stories of their first half term as Newly Qualified Teachers. The Staffordshire University course tutors, Kate Dale and Clyde Redfern who have been involved since the start of the programme and represented the University at the ceremony.

Working with ex-service leavers has been an exciting journey. The distance aspect of the course meant that close contact was maintain through webinars, emails and phone calls as well as regular visits to their schools.

Kate Dale (Link Tutor and Course manager) has worked closely with her trainees to monitor their progress as well as supporting the placement schools highlighted her journey whilst working on this project. “Meeting and working with these service leavers has been such a pleasure.

The growth and development they have undergone over the last two years has been tremendous and one which I am very proud to be part of.



I am really excited to see how they develop over the next few years and I am sure that we have some outstanding leaders of the future ready to

make a positive impact on teaching and learning in our local schools”.

With at least three further cohorts to graduate the journey has only just begun.

For more information on the programme: <https://www.brighton.ac.uk/courses/study/troops-to-teachers-non-graduate-programme.aspx>.

To follow the progress of cohorts 2, 3 and 4 search @troopstoteachers On Twitter.

AED Charity Ball at the Moat House Stoke on Trent

AED Donate invite you to join them for a night of fine dining, high class entertainment and elegance. A night to showcase the need for defibrillators in your local community as well as praising the individuals and groups for their support in ensuring the charities success. Performances from comedian Ted Robbins & the band Lost the Plot

For more info: <https://www.facebook.com/AEDDonate/?fref=ts>

Come along and support your local charity to help your community raise awareness for the need of AED defibrillators.

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AQUAPATH



Water is the most common substance on Earth's surface, but about 96.5% of the planet is in the oceans. Fresh water is a precious resource and its availability is threatened by human activities. More than 2 billion people currently have no access to drinking water and sanitation.

These activities cause damage to water quality, scarcity and pollution. Our eating habits and the availability of fresh water are inextricably linked.

As citizens and consumers, attention should be paid to both the direct and indirect consumption of water.

Aquapath aims to increase the awareness of children - tomorrow's citizens - as well as adults, on the shortage of water resources and the impacts of consumption habits.

Aquapath brings consumers and citizens in general, to be more responsible with regard to their water consumptions, such as

- Reduction of direct water consumption;
- Changing eating habits: the transition from high water-intensive products towards products with lower water footprint;
- Changing productive processes in order to offer products with smaller water footprints

The implementation of European directives and legal regulations regarding water consumption can enter into force only if followed by a real social change!

Aquapath strategy lays down on:

- Awareness Modules for children (through interactive games and cartoons) and adults (practical tutorial);
- Training materials;
- A water footprint calculator
- A reporting tool of water issues in your local area

You can discover your water consumption index and learn more about how to reduce it. All information and tools are available at: <http://aquapath-project.eu/>

For more information about the AQUAPATH project contact Gianluca at gianluca.coppola@eurocreamercant.it

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Sandon Hall Spring Fair 23 and 24th April

A celebration of food & drink alongside crafts and lots of fun activities for the whole family in the glorious grounds of Sandon Hall, Staffs.

For more info visit:

www.facebook.com/sandonspringfair or <http://www.sandonhall.co.uk/>

Paris Agreement on climate change opens for signing on Earth Day

In close relationship with the Millennium Development Goals (MDGs), especially with the environmental or ecological dimension of sustainable development's concept, the Paris conference on climate changes took place from the 30th of November to the 12th of December 2015.

It was the 21st yearly session of the Conference of the Parties (COP 21) to the 1992 United Nations

Framework Convention on Climate Change (UNFCCC) and the 11th session of the Meeting of the Parties to the 1997 Kyoto Protocol. This conference was organized by the UNFCCC, an environmental treaty created by the United Nations Conference on Environment and Development (UNCED).



The objective of the conference was to conclude, for the first time in over 20 years of mediation by the United Nations, a binding and universal climate agreement. So the conference negotiated a global agreement on the reduction of climate change, the text of which represented a consensus of the representatives of the 196 parties attending it.

In short, they agreed to take measurable

action, make binding commitments, and work together to reduce greenhouse gas emissions to collectively keep global temperature rise well below 2°C and to pursue efforts to limit it to 1.5°C.

The countries in attendance recognized that:

- Climate change is a common concern of humankind;
- Climate change represents an urgent and potentially irreversible threat to society and the planet;
- There is an urgent need to promote universal access to sustainable energy in both developing and developed countries.

The agreement will become legally binding if joined by at least 55 countries which together represent at least 55 percent of global greenhouse emissions.

This landmark agreement will be signed at the United Nations in New York on Earth Day – April 22.

For more information: <http://www.earthday.org/>

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Tideswell Food Festival

Tideswell, is the ideal place to spend a lovely Saturday perusing the architecture, food and drink on offer in the Derbyshire Dales. The village locally referred to as "Tidza", will be open to all foodies searching for a few tasty treats.

Fingers crossed the Tideswell Band will return and join the array of other entertainment you'll find on the day.

Put April 30th in your diary for a delicious day out in Tideswell!

See more at: <http://foodfestivalfinder.co.uk/events/tideswell-food-festival#sthash.ukDKn2P4.dpuf>

Distribution of *Enterprising Times*

The vast bulk of distribution is electronic. Within the University, distribution is made to all of the Faculty of Business, Education and Law School, the University Executive, Enterprise and Commercial Development, anyone cooperating on projects, RSS feeds and All staff Chat.

Outside the University, *Enterprising Times* is sent to 15 international partner institutions throughout the Middle East and Asia (combined, at least 4000 business studies type students), partners on EU funding projects and contacts in Europe, 400-500 contacts in the region (including media, members of Parliament, members of European Parliament, local councillors, chief executives, council officers, chambers of commerce, private companies, public sector organisations, professional networks, European organisations, etc.), and up to 10 groups on Linked in depending on the issue (regional, thematic, international).

We are currently number 1 on Google when searched on the term 'enterprising times' (out of 7.5million).

We are also appearing on the front page of Google for a number of other terms.

If you would like to subscribe or unsubscribe to the e-mail version of this newsletter please e-mail jon.fairburn@staffs.ac.uk.

Notes for contributors

Topics – we cover a very broad range of issues reflecting the wide variety of interests in the Faculty of Business, Education and Law School. These include all aspects of business, innovation, enterprise, economics, European policy, global issues, markets, education, law and student experiences. Write about what you know and like best.

Generally articles can be between 150 to 350 words. Try and include at least a profile photo of yourself or, better still, a good photo linked to the article. Photos should be provided as separate files in a high resolution format. Include the contact details that you are happy to have published and/or a website/blog.

Shorter notices, e.g. funding opportunities, upcoming events, jobs, scholarships, etc. can also be publicised. Just remember to check our publishing deadline.

All submissions can be sent to et@staffs.ac.uk.

Re-use of material

You are free to post the complete PDF version on your own website or to host it in any internal system.

You may re-use any article subject to the following conditions:

1. If there is a name against the article then we expect acknowledgement in the format: Name, Staffordshire University Business School.
2. If there is no name with the article then just use Staffordshire University Business School.
3. If the writer is obviously someone outside of Staffordshire University, e.g. an MP or MEP, then contact them direct.
4. Note that we would not expect any selective editing of the article that would change the tone or meaning of the original article.
5. If you need the original photos then contact us.
6. We would appreciate where possible a link to either the specific issue or the general link to *Enterprising Times* which is <http://www.staffs.ac.uk/enterprisingtimes>.

Deadlines for 2015

31st July

5th October

27th November