The UoL4.0 Challenge Initiative is a ‘Challenge-Based Learning’ educational strategy to support UoL students and Lincolnshire businesses and organisations in the discovery of opportunities concerning the digitalisation of industry and services (e.g. Big Data/Analytics, Blockchain, the Cloud, Internet of Things and wearable sensors).

**Objectives**

The goal for this project was twofold:
- for students to increase their employability, by means of developing technology-based entrepreneurial and problem-solving skills, to better deal with cyber-physical systems.
- for businesses to connect their new commercial ideas with their potential markets, through the development and use of digital technologies.

**Procedure**

UoL4.0 Challenge 2019 was conceptualized in two stages:

1. **‘UoL4.0 Design’** where the challenge is identified and structured. Students from different colleges were invited to identify potential configurations that the ‘UoL4.0 Competition’ could take. A focus groups was run.

2. **‘UoL4.0 Challenge 2019’** where such challenge was implemented. Resources where identified and links with different colleges and schools were established.

**Step 1. UoL4.0 Design**

Students from different Colleges (Arts, LIBS and Science) participated in the conceptual development of UoL4.0 Design, through a focus group. Their reception to the idea was very positive, and their interest in participating was made explicit.

**Step 2. UoL4.0 Challenge 2019**

This event took place between 21st and 26th of February, with the participation of 13 students from the following programmes: Agri-Food Tech, McL-Biomedical Science, PhD, Business & Management, BA; Computer Science, BSc; Electrical Engineering (Electronics), BSc; Interactive Design, BA; and International Business BA.

**Future steps**

Further development on the UoL4.0 Project include: Project Teams and the companies discuss possibilities of extending the project into real-impact cases of implementing digital technologies.

**Applications for additional funding, a new application has been submitted and is under evaluation.**

**References**