**Innovation Lab: Design Thinking for Socially-Relevant Innovation**

18.07.2020 - 29.07.2020

Course Director: Jens Gijbels, MBI

Week 1

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| Saturday and Sunday, 16-17.07.2022 | | |
| Time | **Activity** | Description |
| 12.00-18.00 | **Key pick up** | You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee. |

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| Monday, 18 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Welcome session** | Meet & Greet and course introduction |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Setting culture** |  |

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| Tuesday, 19 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Theory** | Design Thinking |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Client Meeting - Briefing** | We will work on a real-life project |

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| Wednesday, 20 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Theory** | Design Research |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Project work** | Design Research |

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| Thursday, 21 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Theory** | Ideation and Prototyping |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Project work** | Ideate and Prototype |

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| Friday, 22 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Workshop** | Pitch preparation |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Interim presentation** | Pitch for the client |

Week 2

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| Monday, 25 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Recap + Theory** | Recap on team culture + Concepting |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Project work** | Concepting |

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| Tuesday, 26 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **All Day Theme** | Advanced prototyping |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **All Day Theme** |  |

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| Wednesday, 27 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Theory** | Iterate and Scenario Thinking |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Project work** | Finishing the project |

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| Thursday, 28 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Workshop** | Pitch preparation |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Final presentation** | Final pitch presentations + Drinks |

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| Friday, 29 July | | |
| Time | **Activity** | Description |
| 10:00-12:00 | **Evaluation** | Course evaluation |
| 12:00-13:00 | **Lunch break\*** |  |
| 14:00-17:00 | **Course end** | Deep reflections and saying goodbye |

\*Note: Students must bring/cover their own lunch. This schedule is still subject to change.