

Innovation and Entrepreneurship in Europe B27

week 1

Saturday and Sunday, 5-6 July 2025		
Time	Activity	Description
12.00-18.00	Key pick up	<i>You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.</i>

Monday, 7 July 2025		
Time	Activity	Description
09.30: 12.00	Welcome Overview program Personal style inventory Speed-dating groups	<i>Prof. B.P. Toering & Prof. R. Verschuur</i>
12:00-13:00	Lunch	
13:00-16:30	The need for disruptive innovation & Introduction assignment The Challenge	<i>Prof. B.P. Toering & Prof. R. Verschuur</i>

Tuesday, 8 July 2025		
Time	Activity	Description
09.30-12:00	Innovation in European moving industry including Entrepreneurship & Utrecht	<i>G. Geijtenbeek & Prof. B.P. Toering</i>
12:00-13:00	Lunch	
13:00-16:30	Navigating the evolving global retail landscape; trends and innovation. Mini-assignment Retail-innovation	<i>Prof. R. Verschuur</i>

Wednesday, 9 July 2025		
Time	Activity	Description
09.30-12:00	Trends analysis for innovation	<i>Prof. B. Delmee & Prof. B.P. Toering</i>
12:00-13:00	Lunch	
13:00-15:00	Trends & strategy for idea generation workshop	<i>Prof. B. Delmee & Prof. B.P. Toering</i>
17:00-19:00	Summer School Opening	<i>Centraal Museum Utrecht</i>

For information about the Social Programme, please have a look at the [Utrecht Summer School website!](#)

Thursday, 10 July 2025		
Time	Activity	Description
09:30-12:00	Workshop Innovation & Mini-assignment	Prof. B.P. Toering
12:00-13:00	Lunch	
14:00-16:30	Visit Rietveld-Schröder Huis	Utrecht

Friday, 11 July 2025		
Time	Activity	Description
09:30-12:00	Business Models (incl. Diamond of Porter) / Innovation supply chain Agribusiness	Prof. B.P. Toering
12:00-13:00	Lunch	
13.00-	Introduction Utrecht Innovation Safari	Prof. R. Verschuur
	Utrecht Safari	Utrecht

Saturday and Sunday, 12-13 July 2025

Time	Activity	Description
Free time		

Monday, 14 July 2025

Time	Activity	Description
10.00-13:00	Follow-up Utrecht Innovation Safari & Mini-assignment	Prof. R. Verschuur
13:00-14:00	Lunch	
14:00-16:30	Next steps and working on the Innovation Challenge Assignment	Prof. B.P. Toering & Prof. R. Verschuur

Tuesday, 15 July 2025

Time	Activity	Description
09:30-12:00	Scenario basics	Prof. B. Delmee & Prof. B.P. Toering
12:00-13:00	Lunch	
13:00-16:30	Scenario Planning Workshop	Prof. B. Delmee & Prof. B.P. Toering

Wednesday, 16 July 2025

Time	Activity	Description
09:30-12:00	Visit Smart City Uithof / From idea to business-strategy & pre-pitch	Prof. B.P. Toering & Prof. R. Verschuur Hortus Botanicus
	Lunch on the way	
12:00-18:00	Visit Food Valley food	Prof. B.P. Toering & Prof. R. Verschuur Zaanstreek

Thursday, 17 July 2025

Time	Activity	Description
09:30-12:00	Preparation business proposal and coaching	Prof. B.P. Toering & Prof. R. Verschuur
12:00-13:00	Lunch	
13:00-16:30	Assessment proposal creativity / business preparation and coaching	Prof. B.P. Toering & Prof. R. Verschuur

Friday, 18 July 2025

Time	Activity	Description
09:00-11:00	Preparation innovation businessmodel	Groups / Prof. R. Verschuur & Prof. B.P. Toering / Jury
11:00-14:30	Pitches + Jury + Winners	
	Lunch during session	
Ca. 14:30 -	Drinks	All