

## Innovation Lab: Design Thinking for Socially Relevant Innovation

20.07.2026-31.07.2026

Course Director: Jens Gijbels

Professor: Jens Gijbels, Kim Veldhuizen

E-mail: [summerschool.business@hu.nl](mailto:summerschool.business@hu.nl)

*The day to day program is subject to changes depending on the availability of the guest lecturers. All the subject will be covered. But the times and dates can change.*

### Course calendar WEEK 1

#### SATURDAY AND SUNDAY

<b>Time</b>	<b>Activity</b>	<b>Description</b>
12.00-18.00	<b>Key pick up</b>	You will find the exact key pick up location in the pre-departure information, which becomes available after you have paid the course fee.

#### MONDAY

<b>Time</b>	<b>Activity</b>	<b>Description</b>
09.30-10.00	<b>Campus tour</b>	
10:00-12:00	<b>Welcome session</b>	Meet & Greet and course introduction
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Setting culture + theory</b>	Design Thinking

#### TUESDAY

<b>Time</b>	<b>Activity</b>	<b>Description</b>
10:00-12:00	<b>Project Briefing</b>	We will work on a real-life project
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Start the team process

#### WEDNESDAY

<b>Time</b>	<b>Activity</b>	<b>Description</b>
10:00-12:00	<b>Theory</b>	Design Research
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Design Research

#### THURSDAY

<b>Time</b>	<b>Activity</b>	<b>Description</b>
10:00-12:00	<b>Theory</b>	Defining

12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Defining

<b>FRIDAY</b>		
<b><i>Time</i></b>	<b><i>Activity</i></b>	<b><i>Description</i></b>
10:00-12:00	<b>Workshop</b>	Pitch preparation
12:00-13:00	<b>Lunch break*</b>	
13:00- <b>17:00</b>	<b>Interim presentation</b>	Pitch for the client

## WEEK 2

<b>MONDAY</b>		
<b><i>Time</i></b>	<b><i>Activity</i></b>	<b><i>Description</i></b>
10:00-12:00	<b>Recap + Theory</b>	Recap on team culture + Ideation
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Project work</b>	Ideation

<b>TUESDAY</b>		
<b><i>Time</i></b>	<b><i>Activity</i></b>	<b><i>Description</i></b>
10:00-12:00	<b>Theory + project work</b>	Prototyping
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Theory + project work</b>	Testing

<b>WEDNESDAY</b>		
<b><i>Time</i></b>	<b><i>Activity</i></b>	<b><i>Description</i></b>
10:00-12:00	<b>Theory</b>	Implementation and Iterate
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Workshop</b>	Pitch preparation

<b>THURSDAY</b>		
<b><i>Time</i></b>	<b><i>Activity</i></b>	<b><i>Description</i></b>
10:00-12:00	<b>Project work</b>	Finishing the project
12:00-13:00	<b>Lunch break*</b>	
13:00-16:00	<b>Final presentation</b>	Final pitch presentations + Drinks

<b>FRIDAY</b>		
<b><i>Time</i></b>	<b><i>Activity</i></b>	<b><i>Description</i></b>

09.30-10.00	<b>Bring back the key</b>	Bringing back the room keys
10:00-13:00	<b>Evaluation + assessment</b>	Course evaluation + assessments
13:00-14:00	<b>Lunch break*</b>	
14:00-15:00	<b>Course end</b>	Deep reflections +assessments and saying goodbye

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