

Innovation and Entrepreneurship in Europe B27

[preliminary 13-5-26]

week 1

Saturday and Sunday, 4-5 July 2025

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.

Monday, 6 July 2025

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

Tuesday, 7 July 2025

Time	Activity	Description
09.30-12:00	Guest lecture	Guest speaker professional field
12:00-13:00	Lunch	
13:00-16:30	Navigating the evolving global retail landscape; trends and innovation. Mini-assignment Retail- innovation	Prof. R. Verschuur

Wednesday, 8 July 2025

Time	Activity	Description
09.30-12:00	Trends analysis for innovation	Prof. B. Delmee & Prof. B.P. Toering
12:00-13:00	Lunch	
13:00-15:00	Trends & strategy for idea generation workshop	Prof. B. Delmee & Prof. B.P. Toering

17:00-19:00	Summer School Opening	Centraal Museum Utrecht
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Thursday, 9 July 2025		
Time	Activity	Description
09:30-12:00	Workshop Innovation & Mini-assignment	Prof. R. Verschuur
12:00-13:00	Lunch	
14:00-16:30	Visit UNESCO Rietveld-Schröder Huis	Utrecht

Friday, 10 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, 11-12 July 2025

Time	Activity	Description
Free time		

Monday, 13 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, 14 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, 15 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, 16 July 2025

Time	Activity	Description
09.30-10.30	Guest lecture	Guest speaker professional field
10.30-12:00	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, 17 July 2025

Time	Activity	Description
09:00-11:00	Preparation innovation businessmodel	Groups / Prof. R. Verschuur & Prof. B.P. Toering / Jury

<i>11:00-14:30</i>	<i>Pitches + Jury + Winners</i>	
	<i>Lunch during session</i>	
<i>Ca. 14:30 -</i>	<i>Drinks</i>	<i>All</i>