

**Innovation and Entrepreneurship in Europe B27**
**week 1**

Saturday and Sunday, 4-5 July 2026		
Time	Activity	Description
12:00-18:00	<b>Key pick up</b>	<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, 6 July 2026		
Time	Activity	Description
09:30: 12:00	<b>Welcome</b> <b>Overview program</b>  <b>Personal style inventory</b> <b>Speed-dating groups</b>	<i>Prof. B.P. Toering &amp; Prof. R. Verschuur</i>
12:00-13:00	<b>Lunch</b>	
13:00-14:00	<b>Guest lecture</b>	<i>Aljan de Boer - Head of Inspiration - TrendsActive</i>
15:00-16:30	<b>The need for disruptive innovation &amp; Introduction assignment The Challenge (part 1)</b>	<i>Prof. B.P. Toering &amp; Prof. R. Verschuur</i>

Tuesday, 7 July 2026		
Time	Activity	Description
10:00-12:00	<b>The need for disruptive innovation &amp; Introduction assignment The Challenge (part 2)</b>	<i>Prof. B.P. Toering &amp; Prof. R. Verschuur</i>
12:00-13:00	<b>Lunch</b>	
13:00-15:30	<b>Navigating the evolving global retail landscape; trends and innovation.</b>  <b>Mini-assignment Retail-innovation</b>	<i>Prof. R. Verschuur</i>
17.00-18.30	<b>Summerschool grand opening</b>	<i>Centraal Museum Utrecht</i>

Wednesday, 8 July 2026		
Time	Activity	Description
10:00-12:00	<b>Trends analysis for innovation</b>	<i>Prof. B. Delmee &amp; Prof. B.P. Toering</i>
12:00-13:00	<b>Lunch</b>	

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

13:00-15:00	<b>Trends &amp; strategy for idea generation workshop</b>	Prof. B. Delmee & Prof. B.P. Toering
17:00-19:00	<b>Summer School Opening</b>	Centraal Museum Utrecht

### Thursday, 9 July 2026

Time	Activity	Description
10:00-12:00	<b>Workshop Innovation &amp; Mini-assignment</b>	Prof. R. Verschuur
12:00-13:00	Lunch	
14:00-16:30	<b>Visit UNESCO Rietveld-Schröder Huis</b>	Utrecht

### Friday, 10 July 2026

Time	Activity	Description
10:00-12:00	<b>Business Models (incl. Diamond of Porter) / Innovation supply chain Agribusiness</b>	Prof. B.P. Toering
12:00-13:00	Lunch	
13:00-	<b>Introduction Utrecht Innovation Safari</b>  <b>Utrecht Safari</b>	Prof. R. Verschuur  Utrecht

**Saturday and Sunday, 11-12 July 2026**

Time	Activity	Description
Free time		

**Monday, 13 July 2026**

Time	Activity	Description
10:00-13:00	<b>Follow-up Utrecht Innovation Safari &amp; Mini-assignment:</b>	Prof. R. Verschuur
13:00-14:00	Lunch	
14:00-16:30	<b>Next steps and working on the Innovation Challenge Assignment</b>	Breakout groups

**Tuesday, 14 July 2026**

Time	Activity	Description
10:00-12:00	Scenario basics	Prof. B. Delmee & Prof. B.P. Toering
12:00-13:00	Lunch	
13:00-16:30	<b>Scenario Planning Workshop</b>	Prof. B. Delmee & Prof. B.P. Toering

**Wednesday, 15 July 2026**

Time	Activity	Description
10:00-12:00	<b>Visit Smart City Uithof / From idea to business-strategy &amp; pre-pitch</b>	Prof. B.P. Toering & Prof. R. Verschuur Hortus Botanicus
	Lunch on the way	
12:00-18:00	<b>Visit Food Valley food</b>	Prof. B.P. Toering & Prof. R. Verschuur Zaanstreek

**Thursday, 16 July 2026**

Time	Activity	Description
10:00-10.30	<b>Guest lecture</b>	Guest speaker professional field
10:30-12:00	<b>Preparation business proposal and coaching</b>	Prof. B.P. Toering & Prof. R. Verschuur
12:00-13:00	Lunch	
13:00-16:30	<b>Assessment proposal creativity / business preparation and coaching</b>	Prof. B.P. Toering & Prof. R. Verschuur

**Friday, 17 July 2026**

Time	Activity	Description
10:00-11:00	<b>Preparation innovation businessmodel</b>	Groups / Prof. R. Verschuur & Prof. B.P. Toering / Jury

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